ECONOMIC IMPACT OF PROVINCIAL PARK LOCATION

A study of Bon Echo and Outlet Beach Provincial Parks

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Department of Treasury and Economics

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Preface

This study is a cooperative venture in many ways. It is the result of research undertaken and directed by the author while with the Regional Development Branch, Department of Treasury and Economics and later completed under contract.

The study was a result of the joint participation of the Parks Branch, Department of Lands and Forests with the Regional Development Branch, Department of Treasury and Economics together with the financial backing of the Agricultural Rehabilitation and Development Administration.

A number of individuals provided special and invaluable help to the study: in the Department of Lands and Forests, Mr. J. Keenan and Mr. R. Irvine; in the Tweed District, Mr. N. D. Patrick, Mr. G. L. McMurray and Mr. R. J. Davison.

The interviewing was carried out by two university students; Mr. W. Stauch and Mr. T. Tillman were at Bon Echo Park while Mr. G. Norcliffe was responsible for research in the Outlet Beach area.

In the Department of Treasury and Economics, Dr. Richard S. Thoman and Mr. Peter Honey supervised the organization and preparation of the study and the study design; Mrs. M. B. Levitt provided valuable assistance in an editorial capacity. Mr. E. P. McCoy of the Ontario Statistical Centre carried out the programming and prepared the data tabulations. Mrs. Margaret Rodrigues and Mr. Charles Tappenden checked the tables.

Thanks are also due to the many hundreds of campers, visitors and businessmen who gave their valuable time to be interviewed for the study.

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1. INTRODUCTION

1.1 Study Objectives

Of all the sectors of the economy, recreation and tourism is one of the most difficult in which to determine the size of expenditures related to its operation. The nature of spending in this sector to a large degree precludes the comprehensive collection of information by the usual agencies such as the Dominion Bureau of Statistics, Ottawa, for, apart from commercial accommodation, tourist expenditures frequently serve to stimulate already existing retail services, rather than to create a separate network of special services.

Similarly, it is difficult to assess the relative employment-generative powers of recreation and tourism. Yet it has become evident in recent years, particularly since the establishment of ARDA, that recreation is being considered as a means of developing and providing income for low income areas in Ontario. It is perhaps fortunate in this regard that those parts of the country where per capita earnings are lowest include, in many cases, areas of great scenic value and tourist potential. Yet without more studies on the employment and income-generative powers of this sector within a specific region, any development policy will remain a blunt one.

It has been suggested that one direct tool which the Ontario Government could use in its program of regional development is its policy regarding the location of provincial parks. Until recently, the siting of parks has been regarded more as a service to the people of Ontario than as a means of stimulating regional economic growth. There have been, however, increasing pressures

on the Province to take the latter aspect into consideration.

There has also been some criticism of park pricing policies, emanating largely from resort and camping operators who have felt that the parks have charged too low an overnight camping rate and have thus taken away business from private operators.

In brief, the objectives of the study are:

(1) To examine the economic impact of direct government spending in two provincial parks on areas located close to the parks.

(2) To examine the economic impact of the spending of campers and visitors attracted to the parks on these same areas.

1.2 Parks Selected

The two provincial parks chosen, Bon Echo and Outlet Beach, were selected for the following reasons:

i. They are both located in areas of limited economic potential where recreation development may offer some opportunity for increasing incomes.

ii. The regions in which they are situated are quite different - one being fairly good agricultural land, the other marginal farmland, only sparsely settled.

iii. Park-usage characteristics are also dissimilar. Bon Echo is fairly typical of parks located on the Canadian Shield, where users are frequently transient campers; Outlet Beach is more typical of heavy day-usage parks closer to urban centres.

iv. Both are within fairly easy reach of each other and of

Toronto, thereby easing time table and logistical problems.

v. They both lie within the Tweed Forest District and the Lake Ontario Economic Region. Contact, therefore, had only to be made with one set of officials; and the economic material and knowledge already collected for the Lake Ontario Economic Survey[1] could be drawn upon.

Bon Echo lies on Highway 41, 51 miles north of Napanee on the border of Frontenac and Lennox and Addington counties. This highway links the Ottawa Valley with the east-west routes along the shore of Lake Ontario. The park lies well north of the precambrian boundary in typical 'lake and woods' country. Industrial and agricultural development is very limited, the former consisting largely of worked-out mines and the latter of extremely marginal farmlands. The park itself is large (14,000 acres) though at present only a small portion has been developed. It has a capacity of 400 camp sites.

Outlet Beach is situated on the southwestern shore of Prince Edward County. This county is very largely agricultural, though north of the Bay of Quinte lie the industrial centres of Belleville and Trenton. The park itself is situated on a gravel and sand bar thrown across an enclosed sound and consists of 285 acres of sand beach, dunes and reforested lands. Although having the same number of camp units as Bon Echo and used by campers to almost the same degree, the park was much more popular then Bon Echo for day use. Its proximity to the Town of Trenton and the cities of Belleville and Kingston accounts for this usage pattern.

1 Regional Development Branch, Treasury Department: Finance and Economics. Lake Ontario Region Economic Survey, 1968, May 1968.

1.3 Organization of the Study

1. Regional Divisions

As mentioned earlier, the purpose of this study was to examine the economic impact of a provincial park on the surrounding area. It was thought necessary to define 'surrounding area' with more precision than has been attempted previously. Economic impacts are not evenly distributed spatially and three areas were therefore defined around each park and the economic impact in each of these was considered in turn. This indicated after analysis, the spatial patterns of spending associated with a provincial park visit, and also the particular type of spending which is commonly associated with each zone.

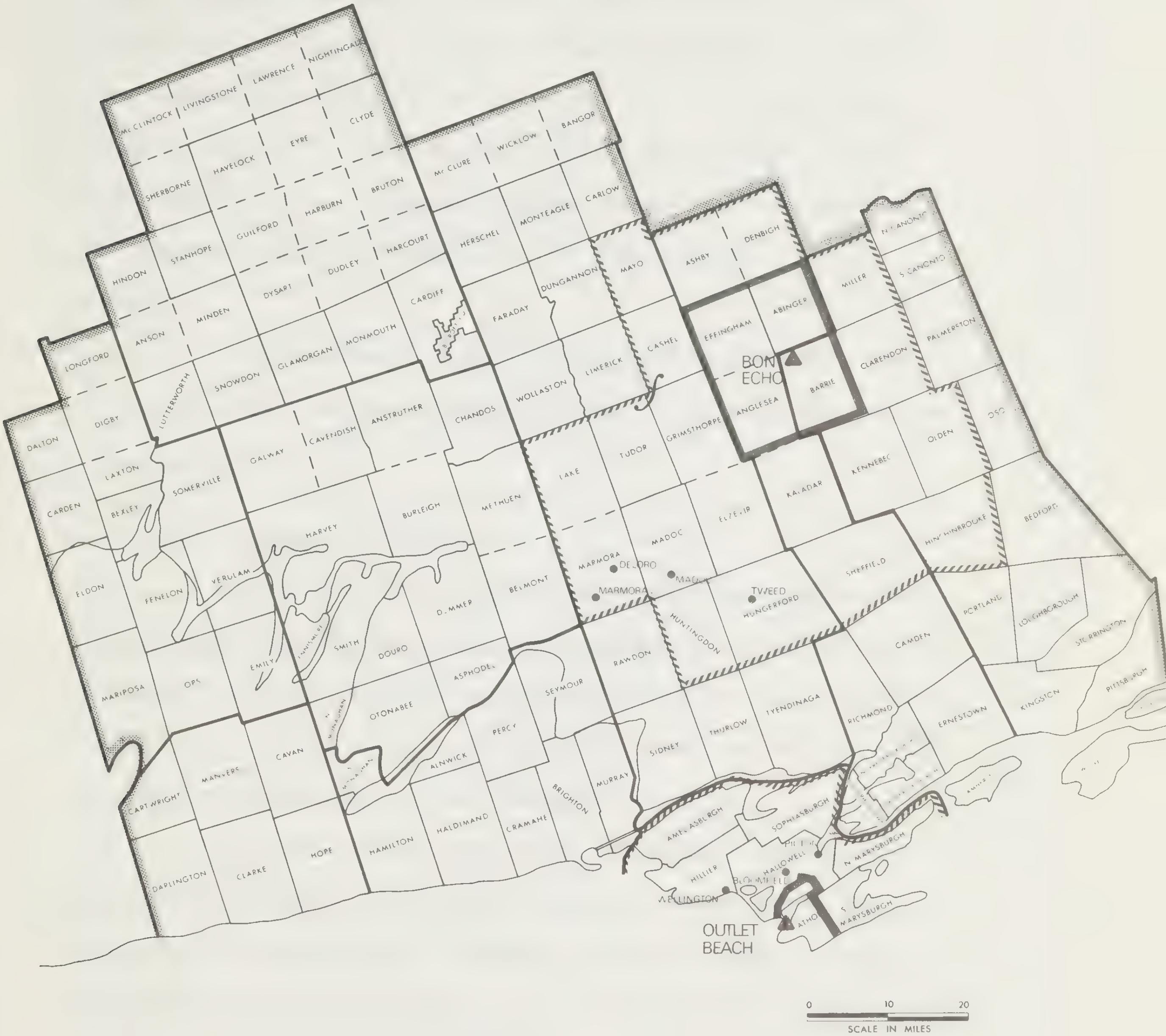
Primary Zone: (Region A)

This is the lowest in the hierarchy of areas defined. Although the size varies for each of the parks selected, it essentially describes an area in very close proximity to the park; in Bon Echo, the four townships around it; at Outlet Beach the Township of Athol. In this area services closely connected with the operation of the park would probably be found.

Secondary Zone: (Region B)

The secondary zone is one of approximately 30-miles radius around the park and is an area where problems of low average incomes exist. Within this zone it is important, therefore, to examine the effect of park location on the local economy. In the two parks selected, this area included in one case the whole of the County of Prince Edward and in the other the townships on the Precambrian Shield in Hastings, Lennox and Addington and Frontenac counties.

STUDY AREAS USED IN THE BON ECHO AND OUTLET BEACH PROVINCIAL PARKS ECONOMIC IMPACT STUDY



STUDY AREAS

PRIMARY (Region 'A')

SECONDARY (Region 'B')

TERTIARY (Region 'C')

REMAINDER OF PROVINCE (Region 'D')

• INCORPORATED CENTRES

Tertiary Zone: (Region C)

Economic impacts, either through direct spending or income leakages, may affect an even wider area than the 30-mile radius around the park. A larger region was, therefore, examined. This embraced not only the two secondary zones but also the main towns and industrial areas of this part of the Province. The boundaries of the Lake Ontario Economic Region with the addition of Frontenac County were chosen as the limits of this area.

Region D:

The remainder of the Province has been termed 'Region D'. Any spending made outside regions A, B and C has been grouped into this region.

2. Programme of Study

The surrounding regions (Region C) of both parks were closely examined; their economic structure evaluated and incomes analysed. These sections of the report provide the regional economic context in which the parks operate and point out any basic problems of employment or income levels present in the region.

Assessment of the impact of the parks on the local economy was attempted in the following ways: (i) The operators themselves were asked about the park's effect on their business; (ii) The nature and location of the parks' expenditures were determined; and (iii) A series of interviews was carried out with the park users to ascertain where their spending took place.

3. Park-User Questionnaires

During the summer of 1967, two students conducted a series of interviews with park visitors and campers. The question-

naires were designed to answer a number of questions concerning expenditure, including amount, type and location, the size and composition of party, frequency of park visits, etc.

A series of questionnaires was used so that the expenditures of park users could be measured at different periods in their visit e.g. expenditures made on the way to the park, during their stay and on the way home. For the first two types of expenditures different questionnaires were used for day visitors and campers. Park day visitors were asked by the interviewer to complete questionnaire number two (Q2), expenditures made on the way to the park, and were also asked to note any expenditures made in the park itself. To assess expenditures made on the journey home, the visitor was asked to complete another questionnaire (Q5) and mail it back.

Campers were asked about expenditures made coming to the park in questionnaire number three (Q3). The intended number of nights to be stayed in the park was noted by the interviewer on his master list. A questionnaire was given to the camper in which he was asked to keep a diary-type record of any expenditures taking place during his stay (Q4). The interviewer collected this on the camper's last evening and handed out Q5 which was to be completed after the day's travel on leaving the park and mailed back in the same fashion as the questionnaire for day visitors.

4. Questionnaire Response

A total of 3787 questionnaires was collected during the summer, 2013 from Outlet Beach and 1774 from Bon Echo.

The following table gives a month by month breakdown of these responses together with the percentage returns of mail-back questionnaires.

QUESTIONNAIRE RESPONSE

OUTLET BEACH PROVINCIAL PARK

CAMPERS	Q3	Q4	Per Cent Return	Q5	Per Cent Return	
May	40	34	85.0	27	67.5	
June	158	120	75.9	84	53.2	
July	254	166	65.4	129	50.8	
August	193	145	75.1	115	59.6	
September	38	31	81.6	25	65.8	
TOTAL	683	496	72.6	380	55.6	1,559

VISITORS	Q2	Q5	Per Cent Return	
May	5	2	40.0	
June	21	14	66.7	
July	101	68	67.3	
August	86	51	59.3	
September	62	44	71.0	
TOTAL	275	179	65.1	454
			Outlet Beach Total	2,013

BON ECHO PROVINCIAL PARK

CAMPERS	Q3	Q4	Per Cent Return	Q5	Per Cent Return	
May	32	29	90.6	13	40.6	
June	143	131	91.6	76	53.1	
July	155	122	78.7	80	51.6	
August	252	203	80.6	137	54.4	
September	50	36	72.0	25	50.0	
TOTAL	632	521	82.4	331	52.4	1,484

VISITORS	Q2	Q5	Per Cent Return	
May	9	0	--	
June	49	22	44.9	
July	79	46	58.2	
August	48	21	43.8	
September	12	4	33.3	
TOTAL	197	93	47.2	290
			Bon Echo Total	1,774

The distribution of this number of questionnaires at different times to such a large number of park users proved to be a complicated project but in the light of the high percentage of returned questionnaires it was a successful operation.

Q4's did not have a hundred per cent return because some campers left the park before their stated departure date. The returns of the Q5 mail-back were highly successful, both campers and visitors returning over half the questionnaires given out in both parks. The high percentage of returns from day visitors was surprising and gratifying.

5. Size of Sample

While it was not possible to talk to all park users, as many as possible were seen by the interviewer. Because of non-replies to some of the later questionnaires the sample size for each questionnaire differs. Establishing the relationship between the total number of campers and the number of campers interviewed is not difficult. Camping permits are issued for each camp site and the exact number of campers is available for each park, by weeks. In Bon Echo, sample sizes of 8.0, 6.5 and 5.6 per cent, respectively, were available for Q3, Q4 and Q5. To estimate approximate total spending for campers as a whole it is possible to factor these to 100 per cent.

In the case of visitors, the problem is more complex. Numbers of visitors to parks are estimated by use of an automatic traffic counter which registers the passage of a motor vehicle over it. No distinction is made between campers going and coming or park operation traffic. The total vehicles figure, therefore, had to be

reduced in order to reach a realistic total. Consultation with the Department of Lands and Forests Recreation Land Use Planner, Mr. J. Keenan, suggested that the vehicle count should be reduced by 40 per cent for Bon Echo and 25 per cent for Outlet Beach to attain a more accurate figure of visitor usage.

4. SUMMARY OF CONCLUSIONS

Bon Echo Provincial Park

1. The little economic activity that exists in regions A and B is of a small scale, not highly productive and of low growth potential.
2. Population declines in the area are widespread and have taken place steadily during the present century.
3. All indices of personal income point to below average income levels in the area and above average numbers of persons earning less than 'the poverty line' of $3,000.
4. All available indices appear to point to the imminent demise of agriculture as an economic activity, probably within ten and, certainly within twenty years. Agriculture is the area's main source of employment.
5. Despite lumbering's fairly extensive use of land, the industry is not a large employer or one that is likely to become so.
6. Manufacturing establishments are few, small and heavily reliant on the agricultural and lumbering resources of the area.
7. Retail establishments are unusually successful for centres of their size. This probably reflects the influx of an estimated $5.5 million in tourist spending in the area.
8. The effect of spending generated by the park was particularly great on grocery stores, followed in importance by restaurants and gas stations.
9. The park has not affected the region's accommodation industry. A few cabin establishments have fared poorly in recent years but this is due primarily to overall consumer preference change.

10. Private camp grounds have not as yet suffered from the park's usage and some business may even have been gained from it.
11. In Regions A and B around the park an estimated $224,000 was spent by park-users according to local business estimates; Lake Mazinaw and Cloyne received approximately $143,000, Northbrook, Denbigh and Kaladar $67,700. This turnover might be sufficient to employ 14 persons in Region A and 8 in Region B.
12. The multiplier effect of park spending is probably low (1.2 or 1.3) due to very high income leakages and non-local ownership of resources.
13. Expenditures by the park were not large ($73,271 in four years), sufficient perhaps to keep 1.5 men employed outside the park.
14. Park employment amounted to 17 in 1966 and 27 in 1967. In 1966, 12 of the 17 received less than $3,000. Only four or five jobs per annum can be said to be provided with an adequate annual income. The remainder helps to supplement income from other employment or welfare.
15. Coming to the park, campers spent on average $24.00, 60 per cent in Region D and 30 per cent in Region C.
16. Most of the money spent while coming to the park went towards the purchase of food, 67 per cent; 26 per cent was spent on travel expenses.
17. During the stay in the park an average of $20.00 was spent per party, half of this on groceries and 20 per cent on gasoline; 81 per cent of total expenditures was made locally.
18. Returning from the park, the average party spent $7.00. The

largest expenditure was on gasoline. Region A received 20 per cent and Regions B and C each received approximately 30 per cent of total expenditure.

19. The average party spent approximately $50.00 during their stay and going to and from the park.

20. An estimated $387,000 was spent in total by Bon Echo campers. Region D received $130,000, Region A, $122,000.

21. Visitors were estimated to have spent $370,000 on their visit. Regions A and B received $48,000 and $79,300 of this, respectively.

22. Total park-generated income amounted to over $800,000. Almost $350,000 was spent in Regions A and B.

23. Park-generated income was sufficient to employ 28 persons in Regions A and B, about one per cent of the total labour force. The multiplier effect of 1.2 or 1.3 may be sufficient to employ a further five or six persons.

Outlet Beach Provincial Park

1. Prince Edward County has suffered in the past from population out-migration and low personal incomes.
2. Manufacturing is little developed, though the tertiary industries of tourism and retailing have expanded since World War II.
3. Normal park expenditures on supplies were not large, sufficient to supply the incomes of two men.
4. Thirteen of the eighteen park employees earned less than $3,000 in 1966.
5. Alternate income sources for park employees were not common nor very large in amount.
6. Expansion of private tourist accommodation since 1959 indicates little harm done to the private accommodation sector.
7. According to business surveys, approximately 15 persons were employed in Region A through tourist expenditures, a large proportion of which was attributable to park users.
8. Approximately 12 persons were employed in Region B as a result of expenditures made by park users.
9. Average expenditure by campers on their way to the park was $19.00 per party. Of this amount, 64.0 per cent was spent on groceries and 27.0 per cent on travel expenses.
10. Ninety per cent of the expenditure was made in Regions C and D.
11. While in the park, campers spent on average $32.00, 82 per cent of which was in Regions A and B.
12. Fifty per cent of expenditure was made on food, 19 per cent on gasoline.
13. Higher percentages were spent on purchased meals and miscellaneous

items than at Bon Echo Park. An opportunity model is suggested to account for this.

14. On the return trip, average expenditure by campers was $6.00 per party, almost half of which was on gasoline.
15. An estimated total of slightly more than half a million dollars was spent by campers as a whole. Of this amount, approximately half was spent within Prince Edward County.
16. Visitors spent on average $5.00 per party on the journey to the park, approximately half of this on gasoline.
17. Visitor spending may have amounted to as much as one million dollars, $400,000 of which was spent in Prince Edward County.
18. Approximately $1.6 million is estimated to have been generated by the existence of Outlet Beach Park. Just under half of this was spent in Prince Edward County, enough to employ 62 persons, slightly less than one per cent of the County's total labour force.
19. The multiplier effect would be modest because of the leakages - a large number of wholesale and retail services not located in the County. The presence of Picton, however, would make possible a multiplier of a larger scale than in the Bon Echo region i.e. 1.5 or 1.6 as opposed to 1.2 or 1.3. This would be sufficient to employ 12 or 14 additional persons in the region.

3. BON ECHO PROVINCIAL PARK

Bon Echo lies in vastly different surroundings from Outlet Beach Park and many contrasts exist in almost any comparison which is made between the two areas.

3.1 Landscape Characteristics

The rocks which underlie most of Southern Ontario north of a line from Gananoque to Penetanguishene, consist of the hard crystalline and granitic outcrops of the Precambrian Shield. In the area around Bon Echo Park they are composed of basic or acid volcanics and metasediments intruded by gabbros and granite.

These ancient rocks, the roots of mountain masses thrown up by the Grenville orogeny, one thousand million years years ago, are now worn down to a gently north-south shelving peneplain and nowhere in the immediate vicinity of the park do they rise to an elevation much above 1,500 feet. Lowest elevations in the region are found in the south at about 600 feet above sea level. Faulting occurred within the area, but with the notable exception of Mazinaw Rock, this has played little part in the visible landscape.

Though relative relief is low, there are no areas of absolutely flat land. In the areas of rock outcrop which account for approximately 80 per cent of Region B, the country has a markedly rolling character, with flat-topped rock ridges running parallel to marshy and peaty depressions. In the midst of the rocky terrain, however, are found small areas of flat sandy lands, the product, like the bare rock outcrops, of the Pleistocene

glaciation. While the ice denuded and scraped clean the latter, the depressions were filled with sand and gravel sediments after the retreat of the ice front. Elsewhere there occur both uneven ridges of silty clays and sands (the result of the deposition by fast flowing streams in the immediate post-glacial period) and marshy areas in which lie deposits of peat and muck.

The landscape has, therefore, many qualities which are sought by those who feel a desire to "return to nature", to escape from some of the pressures of modern living, or to experience in a more comfortable environment some of the conditions faced by early Canadian explorers and settlers.

3.2 Historical Background

The retreat of the Wisconsin ice sheet left, side by side, ice-scoured bare rock outcrops and sandy gravel deposits of up to 50 feet in depth. Gradually trees invaded this barren landscape and by the time the first white explorers arrived in the eighteenth century, much of the area was covered with pine, birch and hemlock.

Indian settlement was sparse and though there is physical evidence of occupation in the form of rock paintings at Mazinaw, the indigenous inhabitants made little impact on the landscape. To all intents, therefore, the land on the arrival of the first explorers, lumbermen and settlers, was little changed from the natural state, the product of physical processes operating over thousands of years.

In the course of a few decades, however, the area

felt the full impact of the lumber industry. The sandy depressions had provided fertile conditions for the growth of white pine and hemlock. Logging in the Mazinaw area was delayed, however, by its comparatively isolated position at the southern end of the Mattawa watershed, which drains by a devious route into the Ottawa River. Lumber operations of the nineteenth century were wasteful and destructive, paying little attention to conservation measures, fire protection or the replanting of trees. By the end of the century the fine timber stands which had been described by the military surveyors in the 1830's had disappeared. The great Mazinaw fires of the 1907 and 1909 completed the destruction left by the lumbermen and, according to contemporary descriptions, the land was left blackened and barren.

This phase of economic activity did leave behind other and more desirable legacies. The military threat from the United States, the timber owners' needs for communication links and the government's ideas for a new frontier of colonization in the Ottawa-Huron tract combined to create a system of 'colonization roads'. The Percy or Addington Road was built from Tamworth to the Madawaska River to the north of Denbigh and was completed in 1856. It was hoped that these roads would be particularly attractive to agricultural settlement and accordingly lots were laid out between 1851 and 1857. Some settlement did take place, in particular within the sandy plains close to the Percy Road. The lumber industry provided a good, if temporary, market for the produce of the early farmers for there were considerable difficulties entailed in transporting food from the older agricultural areas of the Province. By 1865 the area had developed sufficiently to warrant a daily stage and wagon service to

the C.P.R. station at Kaladar. The villages of Cloyne and Kaladar soon developed a variety of services to meet the needs of the areas nearby.

With the amount of extensive logging carried out in this area, however, it was not long before the lumber companies were forced further north, thus removing a major source of the farmer's income. Agriculture declined, land began to fall into disuse and population began to fall.[1] A period of stagnation and depression followed the end of the lumbering era. Mineral deposits discovered in the late nineteenth century did not contain large amounts of commercially valuable ores and were largely worked out by the early years of this century.

The land presently containing Bon Echo Park was bought in 1910 by Flora Macdonald Denison, a great lover of the wilderness and passed to her son in 1920. He was an ardent supporter of conservation and felt that "it would be nothing less than a national disgrace were Bon Echo to be divided into real estate parcels and sold piecemeal for summer building lots". The property was deeded to the Province by him and became a provincial park in 1960.

3.3 Population and Income

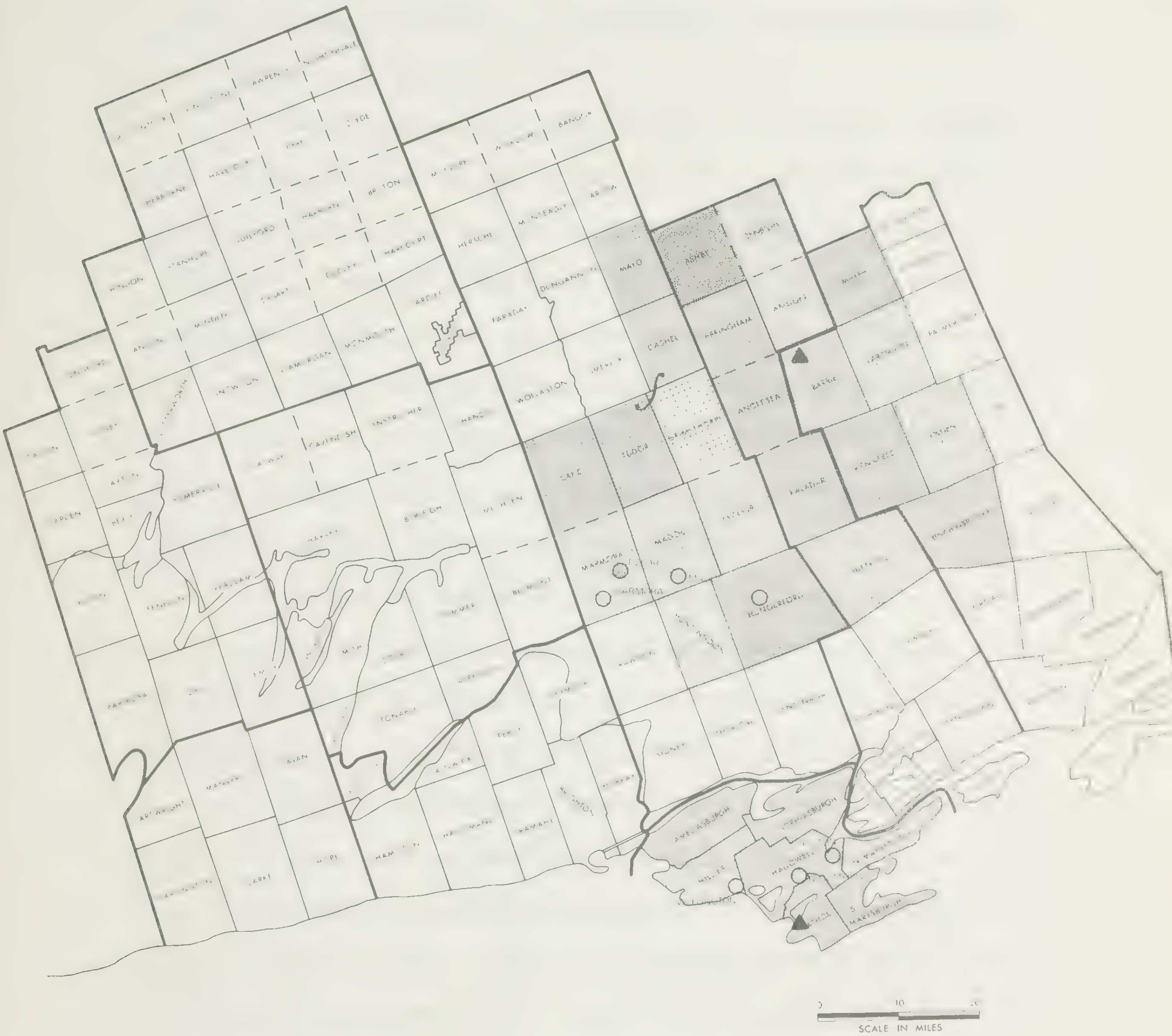
Two of the best overall indices of economic performance in any area are population changes and income, reflecting as they do the ability of an area's economic structure to provide certain living standards to a certain number of citizens.

Population

Population changes provide a broad index of the changing

1 The population of Barrie Township declined from 682 in 1901 to 486 in 1911 and 398 in 1921.

POPULATION CHANGE 1966/1961 IN STUDY AREAS `A´ AND `B´ BON ECHO AND OUTLET BEACH PROVINCIAL PARKS



PERCENT CHANGE 1966/1961

- ›10.0
- 0 to 9.9
- 0 to -9.9
- › -10.0
- No population recorded
- ○ INCORPORATED CENTRE
- ▲ PROVINCIAL PARK

economic performance of an area. Expanding populations are usually an indication of economic growth, while a contracting population is frequently, though not always, an indication of slow economic growth or stagnation. (Table 1)

Recent population growth in the study area has not been great. In general, slow growth in the first half of the 1950's has been replaced by declines in more recent years. Population totals in the area which makes up the study region (parts of the counties of Frontenac, Lennox and Addington, and Hastings) are now lower than in 1951. The population in 1951 amounted to 19,841; in 1956, 20,558; in 1961, 20,204; in 1966, 19,074. Over this period, 1951 to 1966, 19 of the 27 census sub-divisions declined in size. Of those that increased in population, three were villages.

Population decline is, therefore, the rule and in this respect the area is little different from most other rural areas which are removed from the influence of the increasing rural non-farm population generally found within a 50-mile radius of larger cities. If declines are evident, however, they are not massive, though declines in several individual townships did exceed 10 per cent. Whether this is necessarily an indicator of economic problems is too complex a question to answer from population data alone. They do indicate, however, that little large-scale expansion of economic activity is in progress and, removed as the area is from the lake-shore axis of increasing urbanization, any change in this situation is unlikely without substantial government intervention in the local economy. This future is reflected in governmental estimates for future population and employment in the area.[1] In no municipality

[1] Department of Municipal Affairs, Population and Employment Predictions, 1990. Community Planning Branch, Special Tabulation.

in the area does the Department of Municipal Affairs predict more than a few score growth in population and employment by 1990.

Income

Just as significant an index of regional economic health is the income of families and wage-earners. In this respect statistical coverage is not adequate for small areal units. Census statistics on income are not to be found below the county level and specially tabulated ARDA information on income is available only for farm operators.

While census statistics are inadequate, they do indicate a picture of below average incomes in the area. Lennox and Addington County does not contain any large urban area and its statistics probably reflect the rural situation more closely than do those of Frontenac which contains the City of Kingston.

The County of Lennox and Addington in 1961 not only had average family incomes considerably lower than those of the Province ($4,629 per annum, compared to the provincial $5,868 per annum), but also had almost twice the provincial proportion of families in the poverty class i.e. with incomes of less than $3,000 per annum. The County had 30.8 per cent of its families in this category compared with the provincial figure of 17.8 per cent. (Table 2) When wage earnings of the heads of families are considered, 31.7 per cent earned less than $3,000 compared with 20.7 per cent in Ontario.

For the non-farm population, 45.8 per cent of all males (33.2 per cent, Ontario), and 89.5 per cent of all females (81.3 per cent, Ontario) earned less than $3,000 in Lennox and Addington County. The average individual annual income in the County was $3,576 in 1961 (compared with $4,335 for Ontario). The census estim-

ation of income is confirmed by incomes declared for tax purposes. (Table 5) In each of the four years, 1960 to 1963, average incomes in Lennox and Addinton were $800 per annum less than the provincial average (in 1963, $3,161 per annum compared with $4,052 for Ontario). In 1963, 52.9 per cent of all declared incomes were less than $3,000 as compared to 41.3 per cent for Ontario. Crude as these income measures are, they do indicate the generally low standards of this area from the point of view of income levels.

At a finer level of spatial breakdown but, unfortunately, applying only to the farming segment of the labour force are statistics available from special ARDA tabulations. This information serves, however, to confirm and support the evidence that standards of living in the study area are very low. More than 60 per cent of farm operators in eight of the thirteen townships in the study area earned less than $3,000. Average earnings (which include any off-farm earnings) were little more than $2,500 in eight townships. A very high proportion of these low income farming units were operated by men over 55 years of age.

3.4 Present Economic Structure of the Region

In common with many areas of the Canadian Shield the Bon Echo Region has suffered from a severe lack of economic opportunity for the past two generations. What little economic activity exists is small in scale, not highly productive and of relatively low growth potential. There follows a short discussion on the various aspects of the economy in the area. An accurate analysis of the composition of the labour force, place of employment, income, etc., is made difficult by a lack of suitable data.

1. Agriculture

This is perhaps the traditional source of employment in the area and is still the largest single employer. It has, however, been suffering a prolonged and continuing contraction. The selected statistics in Table 6 confirm this.

Whatever indicator of economic change is used, all point to considerable declines in both labour force and area of land devoted to agricultural pursuits in the period 1951 to 1966. The statistics also point to a quickening of the trend in the last ten years of that period.

In the joint townships of Denbigh, Ashby and Abinger, a period of stability in the first half of the decade 1956 - 1966, was succeeded by losses of almost one-third of both the area of improved agricultural land and the farm population by 1966. The number of actual farmers also declined by over one-third during this period.

The townships of Kaladar, Anglesea and Effingham and the Township of Barrie experienced even sharper declines in the agricultural sector. Thus in the former group of townships, the number of farmers in 1966 was only one-third of the number operating in 1956 and hardly a quarter of those operating in 1951. At the end of the decade the amount of farmland measured both by area of occupied land and by area of improved land was almost a third what it had been at the beginning of the 1950's. Barrie Township experienced a drop of one-half in the amount of its agriculturally improved land between 1951 and 1961 and an even greater decline in its farm population.

If one can generalise about the state of agriculture in the area, all available indices point to the imminent demise of

farming as an economic activity, in anything but a purely subsistence and part-time occupation, probably within the next ten and certainly within twenty years. This prediction is the only conclusion that can be drawn from any examination of available statistics and current trends.

2. Other Primary Industry

Statistics relating to manufacturing or primary industry at anything below the county level are difficult to obtain. It is not possible, therefore, to draw up for the Bon Echo Region[1] a definitive balance sheet for employment and as accurate estimates as possible have been employed.

a. Mining

Besides agriculture, other primary economic activities are extremely important in the employment structure of the area. In particular the excavation and shipment of iron ore from the 350' deep Marmoraton Iron Mine just east of Marmora is one such source of employment. There are also at least five firms operating marble quarries in the vicinity of Madoc and Marmora. The marble consists of precambrian limestones and dolomites re-crystalized during the Grenville orogeny. Over 20 small marble quarries have operated in the Madoc Area, principally for the production of marble terrazzo chips[2]. The four companies now producing terrazzo chips in the area are Stoklosar Marble Quarries, Madoc Marble Quarries Company, Hastings Marble Products Limited and Canada Talc Industries Limited. Another firm, W. F. Banter and Co. Ltd., at Malone produces crystalline calcitic marble principally for the pulp and paper industry.

[1] Regions A and B

[2] Ontario, Department of Mines, Building Stones of Ontario, Pt. 3, Marble, D. F. Hewitt, Industrial Mineral Report No. 16, 1964.

b. Wood Industries

As mentioned previously, lumbering and timber production was the initial reason for the exploitation and settlement of this area. Largely logged out by the First World War, timber production dropped rapidly thereafter. Operations have now shifted to second growth trees which developed after the major forest fires that swept much of the pine country following the earlier exploitation[1].

In terms of timber production the area is not particularly favourable. The Department of Lands and Forests estimates that most of the area has either fourth or sixth rate potential for timber production. Further, the best timber lands frequently coincide with areas of agricultural potential. Timber is rarely the most profitable land use for this type of land. The Bon Echo Region has a 'recommended use' for timber which is graded only moderately intensive. This level of intensity requires that not less than 10 per cent and not more than 49 per cent of the productive forest land be under intensive management. Part of the Bon Echo study region, in the townships of Kaladar, Kennebec and Elzevir, is recommended as 'protection forest' because of its very low commercial timber potential, as a protection for wildlife and for the prevention of erosion.

Despite the area's appearance, therefore, its timber potential is only moderate, due both to early ignorance of conservation practices and the area's comparatively low fertility. Information supplied by the Department of Lands and Forests on the lumber industry confirms this. There were 18 lumber operators active in the region in 1966 working a total of 6,633 man-days (eighteen man-years). Operations

[1] Ontario Department of Lands and Forests, J. W. Keenan Tweed Land Use Plan, March, 1964.

are in general small scale and seasonal thus employing only part-time workers. Of the eighteen operations, for instance, seven worked less than 100 man-days and 11 less than 300 man-days. The largest operation worked for a total of 220 days in the year, only three for more than 100 days and 13 for less than 50 days. Rates of pay averaged $10.00 per day. Despite its fairly extensive use of land, the industry is not a large employer or one that is likely to become so, though with careful protection of forest resources there is no reason to assume that it will decline in importance.

A stage removed from the primary extraction of timber are the industries engaged in its processing. There were four such industries in 1966, engaged in the production of laths, snow fences, veneer, pallets and other wood products. As with the lumbering operations they were all seasonal, though in three or four cases work in 1966 extended over 200 days. Employment was also larger, one company employing 45 men. In total 21,455 man-days were worked in the industry in 1966. These operations were particularly important in the Village of Tweed where they constituted the largest single industry group.

3. Secondary Industry

Utilizing the manufacturing industry listing of the Trade and Industry Branch, Department of Trade and Development, a list of secondary industrial establishments in the region has been compiled. This list excludes those already discussed in the previous section. The table below indicates the distribution of these establishments by industry.

Secondary Industry: Bon Echo Region

Type of Industry[1]	No. of Establishments
Dairies and creameries	16
Agricultural products and suppliers	4
Publishing	3
Bakery	1
Building material	1
Chemical	1
Other	1
	27

[1] Excludes industries previously discussed. See Table 8.

The table indicates the heavy reliance in study regions A and B on manufacturing industries based on the agricultural resources of the area. When the locations of these activities is examined, an even more revealing picture emerges. All the agricultural industries are concentrated in the south and south-east portion of the study area. Only one establishment can be found north of a line from Bannockburn to Tamworth.

Due to confidentiality clauses contained in the census of manufacturing it is impossible to obtain any direct information on employment in this sector. An attempt has been made here however to estimate this by, first making an inventory of all establishments in the region, then applying to these the average number of workers in that type of establishment in the Lake Ontario Economic Region. The employment statistics are therefore only approximations but they can be used to indicate in general manufacturing's contributions to

the regional economy in terms of persons employed. The statistics indicate that manufacturing is not an important employer. In the area as a whole the 33 manufacturing establishments identified employed only approximately 347 persons in the area. Employment in manufacturing is therefore less than the numbers employed in both the services or agricultural sectors[1].

Besides being comparatively small in importance the sector is highly weighted towards the primary production side in industries with traditionally low capital investment, small numbers of employees and with few recent growth characteristics.

4. Tertiary Activities

Regions A and B had approximately 231 tertiary business establishments employing an estimated 937 persons[2]. The bulk of this employment lay in the retail and wholesale trade, two-thirds of which was concentrated in the Hastings County portion of the region where the three villages of Marmora, Madoc and Tweed are located. One hundred and five of the estimated 133 retail establishments in the region are located in these places.

It is estimated that retail trade in particular employs approximately 737 persons, which makes it the second largest employment sector in the area after agriculture. Outside the three villages mentioned above there exists a scattering of establishments which provide retail services. Close to the park

[1] It should be pointed out that the employment estimate is possibly higher than is the actual case. It is probable that the average size of manufacturing establishment in terms of employment is smaller in this area than in the Lake Ontario Region as a whole.

[2] Estimated by a method similar to that used for manufacturing.

they tend to be clustered in the centres of Kaladar, Flinton, Northbrook, Denbigh and Cloyne. Scattered retailing establishments can also be found along the edge of Lake Mazinaw and south of Denbigh.

In an attempt to measure the 'centrality' of the larger centres with respect to the attraction they provide for nearby populations, an analysis was made of the Census of Retailing, using a method of analysis similar to that developed by Carruthers[1] in England. As family or personal retail expenditures are not collected by the Census, it was necessary to estimate a regional per capita retail sales figure. Retail expenditures in all the counties of the Lake Ontario Region, plus the County of Frontenac (which contains the important regional shopping centre of Kingston) were aggregated and the total expenditure was divided by the total population of the Region plus the County of Frontenac.

Using a 'location quotient' method of approach it was then possible to estimate 'the theoretical retail sales' for each place, assuming that all expenditures were made within the local area and that all disposable income was equally distributed over the region. The absolute size of the theoretical net gain or loss of trade from any particular place can be expressed as:

$$Di = Si - \left(\frac{Sr \times Pi}{Pr}\right)$$

Di = Net gain or loss in dollars in the centre

Si = Actual retail expenditure in the centre

Sr = Total regional retail expenditure in dollars

Pr = Population of the region

Pi = Population of the centre

[1] Carruthers, W. I. "Major Shopping Centres in England and Wales, 19 1961." Regional Studies Vol. 1, No. 1, May, 1967, pp. 65-81.

The net gain or loss can also be expressed as a percentage of the theoretical turnover, to give an indication of the importance of this loss in the total trade taking place. This ratio can be expressed:

$$\frac{Di}{\frac{Sr}{Pr} \times Pr} \times 100$$

For comparative purposes, all centres over 1,000 in the Lake Ontario Economic Region plus Frontenac County (Region C) were included in the analysis.

The results appeared extremely interesting. As would be expected, the large centres of Peterborough, Trenton, Belleville and Kingston gained the largest amounts of trade from outside their boundaries. Also as expected, rural areas outside the urban places had quite large net losses of retail expenditure. Of more interest are the extremely high values recorded in some of the small service centres such as Bancroft, Madoc, Marmora, Tweed, Stirling and Picton. Despite the size of these centres gains in retailing from outside users equal those in far larger centres along the Lake Ontario shore. Bowmanville, for instance, with a population of over 7,000 gains a smaller increase in retail sales through its central place function than does Madoc with a population of only 1,300 people.

In terms of their actual sales expressed as a proportion of their theoretical sales these centres rank highest of all places in the region. As the centres concerned lie in comparatively poor farming areas, which do not rank highly in terms of disposable income, the results might appear mysterious if the spending of the year-round population only were considered. The explanation for

the very high retail indices of these small centres lies, of course, in the seasonal nature of much of the retail spending taking place. Table 11 indicates that this seasonal spending is extremely important in raising total sales figures in these places. Stirling, Tweed, Madoc, Bobcaygeon and Napanee apparently, gain trade valued at more than twice the amount which would come from their own populations. Trade in these places should be compared with that of Brighton, a village in Northumberland County having a larger population but which received only an estimated 26 per cent of its trade from non-residents. Cobourg and Port Hope, with populations and service facilities four or five times larger than these "seasonal service centres" drew to themselves approximately the same amount of trade from "outsiders" as from their own residents.

It would appear from this analysis, therefore, that seasonal expenditures from vacationers provide an extremely important source of revenue to small rural service centres. Although difficult to measure directly, the centres in the study area, Madoc, Marmora, Tweed and Stirling appeared to gain an estimated $7.5 million from outsiders' expenditures on retail goods. In comparison with similar centres not in vacation areas, it would appear that all but approximately $2 million of this amount ($500,000 in each centre) was due to vacation spending.

How much of this net gain in retail sales from vacationers was due to persons visiting parks is problematic and cannot be determined from the figures as they presently stand. To fill in these gaps in statistical data coverage a more detailed business survey was conducted.

3.5 Business Attitudes to the Park

During the summer of 1967 all businesses within a 25-mile radius of Bon Echo Park were visited and interviewed. This area included all business establishments in the communities of Denbigh, Vennacher, Cloyne, Myer Cave, Harlowe, Northbrook, Flinton and Kaladar.

If any one attitude to the park can be said to prevail, it is one of "Anything that brings people into the area cannot fail to benefit businesses of the area", and this sentiment was expressed in one form or another many times during the interviews. There was, of course, a range of attitudes, though expressions of either outright hostility or indifference were comparatively rare.

In general, the effect of the park was determined by two factors, first, distance from the park and second, type of business. Of all businesses affected by the park's presence, grocery stores appeared to benefit the most, followed by gas stations and lunch counters. Appendix 1 summarizes the businessmen's perception of the park's effect on their businesses.

1. Grocery Stores

A total of six grocery stores felt that the park had a medium to great effect on their annual turnover. It is significant to note, however, that all these establishments were founded prior to the opening of the park, though some noted that their present operations were considerably larger than ten years ago.

The total spatial effect of park-user spending on grocery stores was rather limited. While it accounted for more than 50 per cent of total turnover in stores up to eight miles distant

from the park, beyond that distance the effect of the park was slight.

2. Gas Stations

Expenditures made at gas stations by park-users were more difficult for operators to estimate. It appeared, however, that this form of expenditure, as might be expected, was far more widespread. One business estimated that park sales accounted for more than 10 to 15 per cent of total gallonage, and this gas station was in Kaladar, nineteen miles to the south. Six other gas stations felt some slight positive effect on their sales.

3. Restaurants

Restaurants and lunch counters appear to be midway between grocery stores and gas stations in terms of the effect of park sales. Four such establishments experienced medium benefits (15 to 25 per cent of total sales from park-users) and these were situated close to the park, eight, fourteen and twenty-one miles away, respectively. Three other establishments experienced slight beneficial effects from park visitors.

A number of miscellaneous businesses such as bait sales, a marina, a beach park and a boat hire company stated that the park had had a medium beneficial effect on them. Estimates of park sales varied from 25 to 50 per cent of total turnover.

4. Accommodation Business

Complaints about business losses were confined, as might be imagined, to establishments offering accommodation. The business survey found, however, that more expensive accommodation such as motels, hotels and lodges experienced no adverse effects. Of the

twelve establishments of this type interviewed in the area, ten expressed the above opinion, one felt slight positive and one felt slight negative benefits. Clearly there is a distinct and separate market for this form of accommodation and it is largely unaffected by the increase in the popularity of camping.

One type of accommodation that has felt this change in consumer demand is the cabin establishment. A decrease in the number of visitors in this accommodation type was noted by operators and a significant number attributed this to camping, in general, and the provincial park or parks, in particular. Seventeen cottage and cabin establishments were interviewed. Twelve of these had felt no effect from either camping or the park. A few, it should be noted, have experienced an increase in business during the past few years. Two cottage establishments on Lake Mazinaw had felt slight positive benefits from the park, in that poor weather had sent the less hardy to them. Three establishments stated that the park had hurt their business and their complaints should be examined.

The massive increase in the popularity of camping in the 1960's has radically changed the structure of the North American vacation industry. As a cheap way of touring (once an initial capital investment has been made), camping has brought about the "democratization of travel". The ability of a medium income family with children to travel by car on vacation was until recently severely limited by the fairly substantial costs of overnight accommodation. The traditional low or middle income family's vacation in pre-war or early post-war years consisted of a short stay of one, or at most two

weeks at a fairly modest cabin or cottage by a lake.[1] Except for the drive to the vacation area, this was a comparatively non-mobile holiday. Touring, with attendant stops at motels or overnight cabins or a stay at a lodge resort were (and largely still are) the preserve of upper income levels. Camping, however, has changed the predominantly sedentary nature of recreation for the lower income groups.[2]

Clawson and Knetsch[3] have illustrated the phenomena by plotting the increase in visits to National Parks and Forests in the United States against the increase in population. In the years from 1910 to 1960 the United States population approximately doubled in size; visits to national parks increased a hundredfold. A dramatic and amusing illustration of the exponential rates of growth in park visits in Ontario was once given by Dr. Roy Wolfe. He showed that if the rate of growth in Ontario for park visits continued for another forty years there would be more visitors to Ontario parks than there are presently people in the world!

Who are these park visitors and campers? Clearly increased mobility has allowed previously rarely vacationing families to have a holiday. There has also been a degree of substitution in accommodation types. It is this substitution at the lower economic end of the accommodation scale which has been affecting the cabin rental business. In the broadest sense, therefore, local cabin owners

1 A study of changing vacation patterns in Ontario would be an extremely useful piece of research.

2 Increased mobility in leisure is illustrated by the fact that driving for pleasure is the most popularly indulged recreation form in the United States. In 1960 approximately 2.7 billion such trips were made (O.R.R.R.C. Study Report No. 26, page 27)

3 Clawson M. and Knetsch, J. L. Economics of Outdoor Recreation. Johns Hopkins Press, Baltimore, Page 185.

in the Bon Echo area have good reason to cite camping as a real or possible threat to their livelihood. It is, however, camping as a pastime in general, rather than the presence of the park in particular, that is affecting them. This can be illustrated by examining statistics relating to change in accommodation type in the Lake Ontario region. The number of cabin-rental establishments in the County of Lennox and Addington declined from 13 to 7 in the 1955 - 1965 period with a consequent decline in capacity from 347 to 168 persons. In the Lake Ontario Economic Region as a whole there was a drop of over 50 per cent in this period from 224 to 103 establishments and from 5,201 to 3,369 in capacity.[1] Clearly, cabins as an accommodation type are on the decline as the travelling vacationer has shifted either to camping or to more expensive accommodation such as motels.

Cottage accommodation, generally includes housekeeping facilities and is usually rented out by the week. Significantly, cottage operators were not highly critical of the park and their businesses have apparently not suffered. Statistics on the change in this form of accommodation confirms this. In the Lake Ontario Region as a whole the number of cottage establishments rose from 602 to 655 and capacity increased from 15,130 to 19,509 between 1955 and 1965.[1]

There are three private camping parks in the Bon Echo area. As the most direct competition to the provincial park, it is understandable that the operators would have a number of reservations about Bon Echo Park in particular, and the provincial park system

[1] Lake Ontario Regional Economic Survey, op. cit. Table 73, Page 182. Statistics derived from the Department of Tourism and Information's Where to Stay in Ontario 1955 and 1965.

in general. Complaints were voiced about what was considered to be the low price of a camping permit.[1] Other factors which private camp operators considered as placing them at a disadvantage with regard to the provincial system were also mentioned - payment of local taxes, restrictions on the use of highway advertisements, the philosophy that the government should not be involved in any activity that places it in competition with private enterprise, inability to match the Province's advertising programme.[2] These are, however, issues which affect the mix between the public and private sectors of camping in the Province as a whole rather than the relationship between particular parks and neighbouring private sites.

On the positive side, from the point of view of private camp grounds, were the visitors who were turned away from the provincial park and found space in a private park nearby. This might be considered a temporary advantage only in the sense that expansion of park capacity to handle campers might lead to a diminution in the numbers turned away. However, the number of campers will continue to grow and the overflow from provincial parks at peak period will probably remain for sometime.

The overflow from Bon Echo Park is not insignificant and even if only half of those campers decided to stay in the area, considerable custom would be provided for private camp ground operators. In the summer of 1967, for instance, on July 1st, and on most nights between July 21st and August 5th, a total of 583 campers of various types

1 Provincial park prices for camping have since been increased.

2 These and other points of friction between private and public camping facilities were discussed by Dr. J. R. Scott at a conference on parks and outdoor recreation, April 1967, organized by the Conservation Council of Ontario.

was turned away from the park gates, despite the fact that 'no vacancy' signs were displayed at the roadside. The number of campers who intended to use the park and who were not recorded at the gate could be surmised as being at least equal to the number who were. (Table 9).

Private parks also offer a variety of camping situations. In some cases these appeal to campers who come to use a particular provincial park but find a different camping environment preferable. For example, a number of campers at private parks mentioned their preference for an open grassy site rather than a wooded one where insects can be particularly annoying at certain times of the year. Private parks, therefore, benefit from those who come to an area to use a provincial park and take a dislike to its particular layout or location.

3.6 Business Estimation of Dollar Value of Park-User Spending

An attempt was made to estimate the dollar value of all spending by park visitors as intimated by the businessmen themselves. This estimate later served as a check on the estimates of park-user expenditures derived from questionnaires. There were a number of problems which severely hampered the making of very accurate estimates.

The estimating procedure that was adopted was as follows:

1. Business directories were consulted. Dun and Bradstreet give a credit rating and value of business by size group. Most businesses in the area were in the smallest size category.
2. When the operator was interviewed he was asked for an estimate of his annual turnover. If the response was forthcoming he was asked to break this down by months.
3. All businesses interviewed were later sent a question-

naire by mail, asking for a month by month report on turnover. This was accompanied by a covering letter explaining the purpose of the investigation and its confidentiality. With this information on monthly turnover, estimates of per cent of park sales to total business were to have been applied and the dollar volume estimate of sales attributable to park-users made.

Unfortunately, response to the mail questionnaire was extremely poor and estimates of dollar volume of sales were made by the interviewer on the basis of comparison with the few responses received. Dollar volume estimates are, therefore, approximate; they are given here as a comparison with the estimates made from visitors' questionnaires later.

In regions A and B an estimated total park spending of approximately $224,000 was made by summing bussinessmen's estimates. (Tables 10 and 11) The largest proportion of this expenditure (80%) went to the ten grocery stores in the two regions. Gas stations received approximately $21,300 and restaurants and snack bars, $8,450.

Distributed according to place, Cloyne and the establishments along Lake Mazinaw (Region A) received approximately $142,450 (63.6% of the sales) while the centres of Region B received the remaining $81,500.

Translated into terms of employment[1], it can be seen that park-user expenditures in Region A are sufficient to employ 14 persons and in Region B, 8 persons.

1 A gross annual turnover of $10,000 was estimated to necessitate the employment of one person.

3.7 Multiplier Effect of Park-User Expenditures

It has frequently been maintained that vacation spending is responsible for economic activity which is greater than the sum total of expenditures made by the vacationers themselves. The 'multiplier effect' of vacation spending has been thought to operate in the following fashion. Visitors purchasing goods and services in an area serve to provide employment for the area. Those employed, in turn, purchase goods and services in the region and serve to support the level of local employment. This effect continues, ever smaller amounts of income and employment being generated by each successive round of spending. The cumulative total of the income and employment generated by a unit amount of visitor spending is referred to as the "multiplier effect".

Clearly this effect is greatest in those areas where the fullest range of goods and services is available to absorb the second stage of consumer spending. If this is not the case, 'leakage' will take place at a rapid rate as money leaves the area to purchase the necessary goods and services. Bearing this in mind it is apparent that large urban centres are best able to absorb consumer spending and maximize its multiplier effects. The larger the centre the more complete will be the range of services it provides and the smaller will be the leakage to other places. This effect is certainly a contributory factor in the seeming ability of metropolitan areas to feed on their own growth.

Conversely, the lower the level of provision of goods and services in an area, the higher will be the income leakage following the initial spending input. It is a significant fact that recreation

tends to take place in just those areas where there are few population centres and a very incomplete range of goods and services is available. Investigation of the operation of the multiplier effect within a regional economy is a complex and rarely attempted piece of research. It requires, to be accurate, a complete understanding of almost all income flows in the area. Such a task was clearly beyond the bounds of this study though a superficial attempt was made to judge the importance of the multiplier in the area.[1]

Income leakage was assessed by means of three measures:

a. The number and origin of staff employed,

b. Location of main suppliers of wholsale products,

c. The place of winter residence of the operator.

a. Almost without exception, the business was operated by the owner - nearly 90 per cent of the establishments sampled were run solely by the proprietor and his family. In only three cases were there more than four permanent employees, although a number of businesses employed summer help or part-time help during weekends. All of the employment was local so income leakage from this source was low.

b. Due to the lack of large urban centres within the region,

[1] The question of boundaries in the assessment of the multiplier is extremely important but has been little investigated. The 'multiplier effect' is in a large measure conditioned by the geographic boundaries selected to measure it. For the world as a whole, there is no income leakage but this increases as the geographic unit under consideration decreases in size. Leakage could be considered to be total if individual households are considered. It was for this reason that a series of interlocking regions were delineated to measure the parks' effect on the regional economy.

all wholesale supplies have to be brought in from outside, from wholesalers in Belleville, Kingston and Arnprior. Clearly this leads to a considerable immediate loss of income to the region and a general lowering of the multiplier effect.

c. Summer resorts are frequently operated by non-local residents who live in the vacation area only during the summer, combining business with pleasure. They may generate some local employment but as they are generally family operations, this is not great. Furthermore, any profits made are taken from the area and spent elsewhere. Clearly, high 'non-local' ownership of accommodation establishments is a further factor in lowering the multiplier effect of vacation spending in the region.

In the Bon Echo region out of a total of 40 accommodation establishments, 14 or one-third were owned by proprietors who give a non-local address as their winter home.[1] Of these, five were from Toronto and three from United States.

Because of the low level services, the lack of urban centres and the presence of a fairly large minority of non-local business operators, the conclusion of the study is that the multiplier effect of visitor spending in the area is very low. A more detailed study would have to be made specifically to deal with this question but on the evidence immediately available, the multiplier is probably a maximum of 1.5 of the initial spending.

1 Ontario, Department of Tourism and Information. Where to Stay in Ontario, 1967.

3.8 Park Expenditures

The budget (both capital and operating) of the provincial park itself will have a regional effect on employment and local business. Consequently an analysis was made of the park's expenditures by type and location over the four-year period 1963 to 1966. Table 12 summarizes this analysis.

The primary interest is the low level of total annual expenditure, ranging from a low of $9,200 to a high of $32,000, with a total of $73,271 over the four years. Spending of this size is unlikely to affect the regional economy greatly even if it were concentrated in one place, which it was not. Expenditure was not particularly local in character, only 11.4 per cent ($8,300) being spent in the three local communities; 44.2 per cent ($32,000), however, was spent in Region B and a further 25.7 per cent ($18,800) in Region C, leaving only the remaining 18.8 per cent to be spent outside the Lake Ontario Economic Region. The Village of Tweed and interestingly, the City of Toronto, were the communities which individually received the largest share of these expenditures.

What was the impact of these expenditures in terms of employment generated? If we estimate a generous 30 to 40 per cent of this park spending as going towards the cost of paying for labour (rather than for materials, profit etc.), an expenditure of $12,500 would be required to provide an income of as low as $5,000 for just one outside employee. In the four-year period, therefore, the park's average annual expenditure of approximately $18,000 was sufficient to keep 1.5 men employed outside the park per year. Expressed another way, over the four-year period expenditures of $8,343 in Region A

amounted to $11.82 per capita of local population; in Region B, $32,354 spent by the park is sufficient to give the area's population $1.82 each.

Expenditures made by the park are made over the whole of the Lake Ontario Economic Region, but because of the low total expenditure, in no area does this play a significant role in generating local employment.

3.9 Park Employee Income

The park itself, however, generates employment directly through the hiring of maintenance and service workers. The total number of employees has risen considerably during the past three years, from 11 in the 1965-66 season to 27 in the 1967-68 period. Most of the activity within the park is, of course, seasonal, the work of clearing the site, servicing the washroom facilities, etc. being needed only when visitors are present. Some more extensive clearance work may be undertaken in the spring and fall but climatic limitations are obvious. The seasonality of work is therefore predominant in the park and most of the staff employed are casual, working for five months of the year.

With the exception of some summer students, all employees are from the local communities. The park thus adds to local employment opportunities. Salaries paid during the summer months, however, are not sufficient to maintain an employee for the remainder of the year. In the 1965-66 season seven out of the 12 employees received less than $2,000 and in the following year 12 of the 17 received less than $3,000. (Tables 13 and 14).

In an attempt to find out alternative income sources, a

questionnaire was circulated to the employees. About a third responded (8). Of this number four stated that they had no other source of income. Of the other four who had other employment during the year, two worked for approximately one month in the clearance of hydro rights-of-way; one worked in a store and one went trapping (2 months). In no case did income from these jobs exceed $1,000 and in three cases it was less than $500.

If this small sample can be considered as representative, there is a very strong suggestion of casual employment supported at times by work in the bush and also possibly by welfare payments at various times.

Direct impact of the park on the region's employment is, therefore, significant but limited in size. In the past years only four or five jobs in the park have paid more than $3,000--an annual income standard adopted by ARDA as the "poverty line". The remainder of the income, derived from casual employment, can be said only to partially contribute to an adequate annual income for the employees.

3.10 Park-User Questionnaire Results

1. Campers, Characteristics of Party

A sample of 590 camping parties was made during the summer, approximately eight per cent of the total number of camping parties at the park. These contained a total of 2,541 people comprising 1,278 children and 1,263 adults. The average party size for the park was 4.3 persons.

Most parties had come directly from their homes, indicating either a short camping trip or a comparatively settled holiday involving little moving. The latter analysis appears probable

when the average number of nights stayed in the park is considered. In the peak summer period, length of stay was on average at least twice as long as at the beginning and ends of the season. The statistical distribution of length of stay is in fact remarkably symmetrical, peaking in the July 27 to 9 August two week period. (Table 14) At this time average length of stay was over eight days. This possibly indicates the prevalence of the holiday with a minimum of travel at this time with campers staying at only one or perhaps two parks for their vacation. At other periods where average length of stay is approximately three days or less (May 5 - 28 June and 31 August to 6 September), camping appears to be more of the weekend type.

The park apparently was the chief reason for the trip to the area of all but a very small number of parties, indicating the strong drawing power of the park for the region.

Most of the campers were comparatively new both to the park and to the area; only seven of the campers stated that they had visited it more than five times previously. Only 62 out of the 590 parties had come to the park before 1966.

2. Expenditure During Visits

The campers interviewed during their stay in the park spent over $27,000 on either getting to, leaving or staying at the park.

Expenditure patterns varied among the four regions according to whether the camper was staying at the park or travelling to or from it. Typical spending appeared to take the following pattern. For groceries, the camping party tended to stock up before the trip although purchases were often made in Peterborough or Tweed

and occasionally around the park itself. Home-supplied groceries rarely lasted longer than a week and parties staying for longer periods bought in the vicinity of the park. They drove occasionally to Northbrook, Tweed or Napanee and even as far as Eganville or Renfrew, combining shopping with sightseeing. Higher prices for groceries tended to be charged in the smaller stores in the immediate park vicinity, a fact which encouraged longer travel distances to shop.

Gasoline purchases were made prior to leaving home but for those coming from the south and west, a further gasoline stop was generally required before reaching the park, often at Kaladar, Madoc, Marmora or Tweed depending on the route taken. Amounts of gasoline used during the stay depended on the amount of travelling done in the area, but much of it was purchased at local gas stations.

Statistically this 'typical' expenditure pattern is reflected in the total expenditure made in each of the four regions around the park. The largest proportions of total expenditures made on the way to the park were made in regions C and D[1] (29.8% and 60.8%). This trip category also resulted in the highest average expenditure per party ($23.94). The effect of the trip to the park on the area around the park was, therefore, comparatively small, only 9.4 per cent of total expenditure being made in regions A and B. Expenditures were heavily weighted towards the provision of groceries and food (67.1%). A smaller amount was spent on travel (25.7%).

While at the park, the spending pattern changed considerably, 81 per cent of all spending being made in the local regions

1 In fact Region D experienced the largest per party expenditures made for the whole trip (on average $14.55 each).

A and B, 67.7 per cent in the park's immediate vicinity. In fact, the proportion of spending made in Region A during the stay in the park constituted the largest share of all areas, in all stages of the park visit. The region received an average of $14.16 per party.

During this stage of the visit, i.e. their stay at the park, average parties spent $20.91. Of this amount, over half was spent on groceries and 20.3 per cent on gasoline and travel expenses. An average of $1.60 per party was spent on amusements of various types, including boat hire and purchase of fishing tackle. The average party expenditure of nearly $21.00 was the equivalent of almost $5 for each day of the average stay of 4.5 days. As average party size was 4.3 persons, average per capita expenditure amounted to almost exactly one dollar each per day.

Park users returning home from the park spent, on average a smaller amount than at any other stage ($7.38). Expenditures were very evenly distributed between the three regions A, B and C, (21.2%, 30.4% and 30.5%, respectively, of total expenditure). Understandably, the largest single expenditure item was gasoline and other travel expenses, almost half of the total expenditure falling into this category. A quarter of the expenses were attributed to grocery buying and rather interestingly, 18.4 per cent ($1.36) of spending was made at restaurants and lunch counters. Apparently travel on the road provided fewer opportunities for packed or picnic lunches than during the stay in the park. While staying in the park, campers spent an average of $1.44 per party on this form of expenditure (6.9% of their spending while there). Despite the fact that the average expenditure per party on outside meals was slightly

higher, it took place over a longer period of time. Altogether the average camping party spent $52.23 during the stay and on the journey to and from the provincial park.

EXPENDITURES MADE BY CAMPERS AND VISITORS TO BON ECHO PROVINCIAL PARK

I By Region

a. Campers

	TOTAL		REGION A	REGION B	REGION C	REGION D
	%	PER PARTY $	%	%	%	%
rney to Park	100.0	23.94	2.5	6.9	29.8	60.8
y in Park	100.0	20.91	67.7	13.3	7.3	11.7
rney from Park	100.0	7.38	21.2	30.4	30.5	17.9
Total	100.0	52.23	28.9	11.9	21.5	37.7

b. Visitors

rney to Park	100.0	1.21	7.2	16.0	50.2	26.6
rney from Park	100.0	n.a.	21.2	30.4	30.5	17.9

By Type of Expenditure

a. Campers

	TOTAL		TRAVEL[1]	FOOD[2]	RESTAURANT	ENTERTAINMENT[3]	OTHER
	%	PER PARTY $	%	%	%	%	%
rney to Park	100.0	23.94	25.7	67.1	3.8	0.7	2.7
y in Park	100.0	20.91	20.3	57.4	6.9	7.6	7.8
rney from Park	100.0	7.38	49.0	24.4	18.4	2.6	5.6
Total	100.0	52.23	26.3	58.7	6.6	3.5	4.9

b. Visitors

rney to Park	100.0	7.32	48.8	47.9	2.0	0.8	0.5
rney from Park	100.0	7.32	49.2	24.5	18.4	2.5	5.4

. Not Available.
ravel expenses include gas, oil and repairs.
ood bought in stores, supermarkets, vegetable and fruit stands; alcoholic beverages in bott
musements, boat hire, entrance fees other than to provincial parks.

Considering total camper expenditures by region, of special interest is the fact that 37.7 per cent of sample expenditures took place completely outside the Lake Ontario Economic Region. Regions A and B received 28.9 and 11.9 per cent, respectively, of total expenditures made on the park visit, an equivalent of $16.32 and $6.68 per party.

Only a small sample of visitor expenditures was taken at the park. It was large enough however to indicate some pertinent facts. First, expenditures were concentrated in Region C on the journey to the park. This is the chief area from which the park draws its day visitors. A larger proportion of expenditures was made in Regions A, B and C than during the equivalent camper journey although the dollar value was lower. The largest single expenditure item was gasoline with almost all the remainder being taken up by the grocery expenditure category. Park day visitors apparently purchase food on the way to the park rather than bring it from home. Expenditures on the way home conform closely to those of campers.

3. Estimated Total Park-Generated Regional Income

To conclude the study of Bon Echo Park the following statistics are presented as an estimate of total regional income generated by the park.

a. Camper Expenditures

The total number of parties camping in the park during 1967 was 7,476. This is the number of camping permits issued in the park during that year. As every camper requires a permit, the figure is an accurate one and can be used without reservations to determine the size of sample that was obtained during the summer.

Samples for the three questionnaires totalled 590,490 and 420. The numbers varied because not all campers interviewed handed in questionnaire number four (expenditures made during their stay in the park) when they left, and not all returned questionnaire five (expenditures made on the return journey). Per cent samples therefore varied according to questionnaire type, ranging from 8.0 per cent for questionnaire 3 to 6.5 per cent for questionnaire 4 to 5.6 per cent for questionnaire 5.

An estimated total of $387,550 was spent in the summer of 1967 by campers using Bon Echo Park (Average expenditure x number of campers). Of this amount the region which benefitted most was Region D, receiving almost $130,000, closely followed by Region A receiving $122,150.

b. Visitor Expenditures

Sample sizes were lower for visitors than for campers, due to greater difficulties in interviewing. This, combined with less certain estimates of total visitors to the park, has made the estimate of sample size less reliable. Because season passes can be bought for park entrance, a large number of users would not be recorded as they enter the park. To overcome this the Department of Lands and Forests uses automatic traffic counters at the park entrance. However, these also record camper and official park traffic and cannot be taken as accurate estimates of the number of day visits. Mr. J. Keenan of the Department of Lands and Forests estimated that a reduction of 40 per cent in the traffic count figure should be made at Bon Echo Park to determine the total park day visitor usage. This gave an estimated 23,000 park day visitors during 1967.

Of the 196 visitors questioned, 93 returned the mail-back questionnaire, giving an estimated sample size of 0.83 per cent and 0.4 per cent, respectively, for the two questionnaires. Utilising this figure to factor up the sample expenditures, a total of $370,800 is estimated to have been spent on park day visits. Of this the largest proportion was spent in Region C (Lake Ontario Economic Region excluding the area thirty-five miles around the park). This is the chief area of origin for visitors. Local expenditures amounted to an estimated $48,000 and $79,300, respectively, in Regions A and B.

c. Park Expenditures

Expenditures by the park itself have already been analysed and the regions where this took place mentioned (pages 42 and 43).

d. Park Salaries

These amounted to $41,732 in 1966 and all park employees lived locally. No distinctions were made between place of residence as all lived in Regions A or B.

e. Total Park-Generated Regional Income

It is estimated that just over $800,000 was generated by the Bon Echo Park in 1967. Of this, less than half (almost $350,000) was received by the area 35 miles around the park[1]. If the 40 per cent figure is again used to estimate percent of turnover destined for labour income and the $5,000 per annum figure used as a

[1] This figure should be compared with the $230,000 estimate made after interviews with local businessmen. The difference between the two figures is made up in part by the $43,000 spent by the park and received as park salaries. The business questionnaire also excluded any establishments' estimates which were less than 5 per cent of total business and for this reason excluded from interview businesses in Region B further than twenty miles from the park. Bearing in mind these qualifications the two estimates are fairly close in magnitude.

minimum annual income, park-generated expenditures employed 28 persons in Regions A and B. It was estimated earlier that the total labour force in these regions was 3,200 persons. Park-generated employment therefore accounted in total for slightly less than one per cent of this total.

Outside the park region the $460,000 generated by the park was sufficient to employ 36 people, however impact on the region's employment structure would be negligible because of the larger size of the employed population.

As discussed earlier it is thought that the multiplier effect of initial spending in the Bon Echo region is probably extremely low. It is possible that this might be sufficient to employ another 5 or 6 persons, using a multiplier of 1.2 or 1.3. In the wider region the multiplier would be larger and subsequent employment generation greater.

4. OUTLET BEACH PARK

4.1 The Geographical Setting and Landscape Characteristics

Outlet Beach Park is situated on the southern shore of Prince Edward County in Athol Township. The nearest village, Cherry Valley, is six miles distant, Bloomfield seven miles, and Picton (the only sizeable town in the County) lies ten miles away. Three paved roads, from Cherry Valley, Picton and Bloomfield lead to the Park, although the Bloomfield Road through West Lake is in poor condition and a major improvement is to begin soon. In contrast, the King's Highways from Trenton and Belleville to Picton have recently been improved, while a new road and bridge from Desoronto to Picton

was completed soon after the summer of 1967 and this largely supersedes the Glenora free ferry which previously had handled most of the traffic from the east.

Prince Edward County is part of an extensive limestone plateau. The limestone, in places quite shaley, belongs to the Trenton series, and dates from the Paleozoic era. The plateau dips very gently to the south-west with the result that the southern coast of the peninsula is sandy with low rocky headlands, while the north and east coast is quite rocky and in places precipitous, with cliffs exceeding 50 feet in height.

The limestone plateau is low lying, the highest point in the County being a little over 500 feet above sea level, that is, 250 feet above Lake Ontario. However, most of the land lies below 350 feet, and is gently undulating. The general trend of features is in an east northeast-west southwest direction and reflects the orientation of ice movement over the country in the Pleistocene era. The Picton esker, an impressive landform almost six miles long, follows the same directional trend as do the fifty or so drumlins in the County.

Farming in Prince Edward County reflects the soil endowment of the area. In most places soils form a shallow covering over the limestone bedrock; they are "hungry" soils, that is, they dry out extremely quickly, and the County is liable to summer drought unless rain falls regularly. Hungry soils warm up more quickly than clay soils in spring, and this coupled with the lacustrine location of the County (and therefore a longer frost-free period than that of the adjacent mainland) has led to the importance of vegetable and

fruit cultivation. (Table 27) Irrigation is frequently used as a method of combating the danger of summer drought. Beef cattle are also important, especially in the areas where soils are too thin for cultivation.

Outlet Beach Provincial Park is located on the margin of one of the better farming areas in the County. The sandy soils in the West Lake area are suited to fruit and vegetable cultivation, but the south part of Athol Township is a poor farming area, many farms having been abandoned over the past 20 years.

The physiography of the south shore of Prince Edward County is such that a spit and lagoon type of coastline has developed, which has resulted in a special scenic attraction for tourists. The County as a whole has an attractive landscape, with a pleasant rolling countryside, although some of the most interesting agricultural areas with snake and rail fences tend to be off the beaten tourist track. The sand beaches and sheltered lagoons are very suitable to the demands of the present day water-oriented tourist.

The first of the sand spits, Outlet Beach, has a fine sandy beach over two miles long, backed by small sand dunes which have been planted with coniferous trees to form the camping areas. This baymouth bar is broken diagonally by Outlet River which drains East Lake. All but a small area of this bar is owned by the Department of Lands and Forests.

The Sandbanks are perhaps better known than Outlet Beach, for the dune area covers over three square miles, and some of the largest dunes close to West Lake stand 75 feet high. These dunes are mobile, and have migrated in a northeasterly direction so that

a free-face is frequently presented to West Lake. The shore, which is almost five miles long, has more shingle and gravel along it than at Outlet. The Department of Lands and Forests, which owns the whole area, has attempted to stabilize some of these dunes, although complete success of such a programme would disguise the natural amenity which originally attracted tourists into the area.

Of the four other sand spits along the coast, only one, North Beach, is owned by the Department of Lands and Forests. This beach is almost a mile long, and also provides an extremely pleasant recreational environment.

4.2 Historical Background

In Indian times and since, settlement has been considerably influenced by the water bodies that almost surround the County. In early days travel through bush country was slow and dangerous, whereas Lake Ontario and the many branches of the Bay of Quinte afforded access to a large area, including the Trent River system. Fur trappers were the first European visitors, but the main settlement began in 1783 with the arrival of United Empire Loyalists. Again, water played a significant role, this time for transporting farm produce. Many of the Loyalists settled in lots laid out along the coast, and this arrangement is reflected in present day survey patterns.

By 1810 most land was taken up, and few new settlers arrived after that date. However, the population continued to increase, to 11,000 in 1834 reaching a peak of 21,000 in 1881, returning to 16,000 in the 1930's and rising again to 21,000 during the past few years.

Mixed farming has always been the most common type of

agriculture in the County although in recent years orchards and vegetables have also become very important. Manufacturing, on the other hand, has been of minor importance.

Water has continued to play an important role in the economy of this peninsula, more recently in the development of the tourist industry. The tourist industry was of some significance even in the 1930's, the main attraction being the superb fishing in Lake Ontario, and East and West Lakes. The importance of water was also felt in another way: cabin cruisers were using the Bay of Quinte, and in the 1920's and 1930's large cruisers were frequently seen in Picton Harbour. Today, however, cabin cruisers, motor boats and water skiing are more important, the sheltered waters of East and West Lake being particularly attractive to the latter. Beaches have also become more significant of late, as tourists have turned away from active sports to relaxing and sun bathing. Once again the importance of water as a recreational resource has increased.

Dix, in his thesis on 'Land Utilization in Prince Edward County'[1] provides a useful cross section of the tourist industry in 1947. He states that the tourist industry was largely aimed at the family group, most of the accommodation being cottages. Table 28 gives details and charges for tourist accommodation in that year.

Dix indicates that the main tourist areas were the same as those which tourists favour today. Of Outlet Beach he states - "Outlet Beach is another well known centre of recreational activities. The bar across the entrance to East Lake is of the same sandy material

[1] Dix E. S (1948) "Land Utilization of Prince Edward County, Ontario" unpublished M. A. thesis, Clark University, Worcester, Mass.

as the Sandbanks. It is well covered with trees and no spectacular dunes have formed. However, the sandy beach which stands along the Lake Ontario side of the bar provides the finest bathing facilities in the country."

Since Dix undertook his study, the tourist industry has developed in two ways. First, most of the new developments have taken place in the Outlet Beach-Sandbanks area, changing the character of these areas. (In older tourist areas, such as Consecon and Waupoos, changes have come about more slowly.) Second, the structure of the tourist industry has changed as camping and trailers have increased enormously in popularity, while cottages have gone into relative decline. The number of people taking farm holidays has declined absolutely.

The key event which heralded these structural and spatial changes in the tourist economy was the opening of Outlet Beach Provincial Park by the Department of Lands and Forests in 1959.

4.3 Economic Conditions in Prince Edward County

In order that the role of tourism within the economic system of Prince Edward County may be understood, it is necessary to give an overview of the structure of the system and the processes which are underlying structural changes.

Prince Edward County ranks among the poorest counties in Ontario with income levels considerably below those of urban areas in the Province. Table 29 shows that the per capita mean income level of the Lake Ontario Region was second lowest among the ten economic regions of Ontario, while within this region only Victoria and Haliburton counties had mean per capita income levels lower than

those of Prince Edward County. (Table 30) When a contrast is made with such districts or counties as Sudbury, Peel, York and Carleton, the difference is even more apparent.

Table 31 contrasts the employment structure in Prince Edward County with that in the Lake Ontario Region. One reason for the lower income level is revealed in this table, namely, the high proportion of employment in agriculture, which in most parts of Ontario is a low income sector, when compared to the manufacturing or service industries. In Prince Edward County, small farms, a shortage of capital to purchase new machinery, fertilizers and the like, frequently coupled with heavy mortgages, have prevented incomes in this sector from keeping pace with other sectors. The proportion of employment in the high income manufacturing sector, on the other hand, is only half that found in the Lake Ontario Region and in the Province of Ontario. The only manufacturing establishments of any importance are Ontario Cement, the Bata Shoe Company and Proctor-Silex in Picton and fruit and vegetable canning plants in Bloomfield and Wellington.

Two tertiary industries are particularly relevant to this study. The first, tourism, is obvious, while the second, retailing, is also significant as it is to this service, more than any other, that tourist expenditures are made. The leading service centre and county town is Picton which, with a population of 5,000, offers a fair range of shops and restaurants, and L.C B.O. and Brewer's Retail outlets, a cinema, three banks and several insurance companies. Bloomfield (800) and Wellington (1,000) both have a bank and a few shops and service stations. All other centres in the County

are smaller, most having only one or two general stores and a service station.

Employment figures for the tourist industry are not reliable. Most cottage operators combine this with some other activity (frequently farming) so that it is not recorded as a main occupation. In other cases, the wives of farmers or other businessmen, or Americans, operate the tourist establishments. As a result only a tentative figure of 170 can be suggested as the number of people working in tourist establishments licensed by the Department of Tourism and Information in Prince Edward County, and all but about 30 of these are employed in the summer only. Indirect employment that can be attributed to the tourist sector is somewhat larger and this will be discussed in detail later.

The opening of Outlet Beach Provincial Park must be considered in the light of three processes which have affected the structure of the County's economic system. First, the farming sector has been undergoing considerable change as a comparison of 1951 and 1966 figures illustrate. Farm amalgamation and abandonment reduced the total number of census farms from 1616 in 1951, to 1337 in 1961 and 1220 in 1966, while farm population declined from 7598 in 1951, to 5482 in 1961 and 5183 in 1966. If these people were to stay in the County, alternative employment would be needed. The second process which has been important is the out-migration of people from the County. The total population of the County decreased very slightly between 1956 and 1966, yet during that period there was a high rate of natural increase i.e. the birth rate exceeded the death rate by quite a wide margin. This would indicate a net loss of population by out-migration.

The third process to be borne in mind is the increasing

demand for recreational facilities especially by people living in urban centres such as Toronto, Belleville and Kingston. Their demands have led to an expansion of the tourist industry and in particular, the demand for private cottages and camping facilities has increased.

4.4 Park Expenditures

Firstly two large expenditures deserve individual mention. The paved roads in both Outlet Beach and Sandbanks Provincial Park were constructed under contracts handled by the Ontario Department of Highways. The construction was done by a Picton firm, and, therefore, can be regarded as a local expenditure generating local employment. The road in Outlet Beach Provincial Park was completed in 1960 and the contracts came to $115,000, while that at Sandbanks was completed in 1966 and cost just under $100,000.

Table 32 gives details of expenditures made by the park itself for the two years 1965 and 1966. Patterns of expenditure did not vary greatly over the two years. Picton stands out as the community benefitting most from park expenditures, receiving between one-third and one-half of park outlay in the two years investigated. The main purchases included timber supplies, concrete, hardware and other fittings, and building construction. Other important centres and the chief goods and services purchased, include Cherry Valley (fuels and trucking), Milford (road construction), Belleville (electrical equipment, glass and propane), Cobourg (plumbing) and Toronto (toilet supplies, paints and chemicals).

As at Bon Echo, it should be pointed out that total annual expenditures by the park are not especially large. Allowing again a generous 40 per cent of that sum to be attributed to payments

for labour, these expenditures were sufficient to support an annual income to two men outside the park.

4.5 Park Employee Income

The park employed 18 persons in both the 1965-66 and 1966-67 fiscal years. As with Bon Echo Park most employees were engaged on a seasonal basis and earnings reflect this. In the 1965-66 season 14 of the 18 employees earned less than $3,000 and in the following year 13 earned less than this figure.

A questionnaire was distributed to the park employees regarding alternate sources of income. The results included questionnaires distributed also to Sandbanks and North Beach Park employees. Of the 27 answering the questionnaire 17 declared no alternate income sources. Five mentioned employment in agriculture, three of whom worked on their own or a family farm, two as hired hands. Others were employed as a forest ranger, painter, carpenter and Ontario Land Surveyor. The one farm owner hired a custom operator for the period of park employment.

Incomes earned from off-park employment were not large. Three declared other incomes of less than $500, three of between $500 and $999 and three over $1,000.

The direct impact of the park on regional employment is therefore limited, sufficient annual incomes being provided solely by park employment for only four of the 18 park employees.

4.6 Business Attitudes to the Park (Region A)

It is appropriate to consider how the Provincial Park has affected the tourist industry as a whole in the East Lake and West

Lake areas. It is evident that the park has attracted a large number of people into Prince Edward County, the increase in the number of visitors to the park witnesses this. Independent tourist operators are unanimous in agreeing that the park has attracted more people into the County, though they are less sure that their businesses have benefitted from this. However, the overall impression gained is that the opening of the Provincial Park has been to the advantage of the tourist industry as a whole, despite arguments made to the contrary by some cottage and cabin operators.

Although cabin use has not increased greatly in previous years (see discussion in the Bon Echo section), what appears to have happened in the Outlet Beach area is a form of user substitution in the market for cabins. From catering to all, the market appears to have become more specialized. Younger people and those with families have become the chief camping population, while cottages and cabins appeal almost exclusively to middle-aged family people.

The argument for complementarity of interests is strengthened by the fact that there is little interchange between the various types of accommodation. The cottager will not go camping, for he does not have the necessary equipment. Likewise, campers will not use other types of accommodation except in particularly inclement weather. This dichotomy of tastes is further strengthened by pschological attitudes that people develop. Park users tend to think that privately operated tourist facilities are expensive, and therefore to be avoided, while patrons of private establishments (frequently family people) regard the park as too noisy, too crowded and subject to petty thieving.

Arguments that the park has harmed the private sector appear unsubstantiated by the evidence. In Region A, the local area, 32 tourist establishments were operating in 1966. Of these, 12 were either new, or had undertaken substantial enlargement since the opening of the park in 1959. In West Lake, private park development has catered particularly to trailers. A new trailer park has opened and three others have been enlarged. Over the last seven years, 21 new cottages have been built in West Lake and 12 in East Lake. This represents a 26 per cent increase in cottage accommodation in the former and a 19 per cent increase in the latter area since 1959.

In addition, a number of business establishments has sprung up in the immediate environs of the park. At the main entrance to Outlet Beach Park, there are two general stores (which also sell gasoline) a driving range and a pony rental, all of which have been established since the park was opened in 1959. Inside the park there is a concession which was opened in 1959 and which was considerably enlarged in 1967. At the entrance to the Sandbanks Provincial Park, there is another small store which was opened in 1966. All the above stores are heavily dependent upon park visitors for business, and their period of opening is closely tied to the park season.

In West Lake there are four more establishments (a bakery, a fishing and boating equipment shop, a restaurant, and a grocery and take-out selling gasoline), whose business is closely tied to the tourist industry, but in most instances local cottagers are as important as park-users. Martin's Outlet Beach Park is very dependent on park-users. The canteen and grocery at Salmon Point does over half its total business with park-users and was enlarged in 1959 subsequent to the opening of the Park.

In Cherry Valley there are several establishments which have long existed to serve the needs of local inhabitants. These establishments experienced an upsurge in business following the opening of Outlet Beach Provincial Park, though when highway signs were put up in 1963 directing park traffic down County Road 11, thereby by-passing Cherry Valley, tourist business fell off a little. Of the six establishments in Cherry Valley, five suggested that about 25 per cent of summer sales were made to tourists and one mentioned a figure nearer 10 per cent. They all agreed that tourists staying in the East Lake area were more important than those from Outlet Beach Provincial Park, and it is therefore concluded that the Park boosts sales by 10 to 15 per cent for the two months of July and August and very little for other months of the year. The survey of businesses led to the conclusion that the Park has had some favourable impact on development in Region A, (Athol Township and the West Lake area). First, eighteen people are employed on a permanent or semi-permanent basis by the Department of Lands and Forests. Second, direct park expenditures in Region A approached $10,000 in 1966, enough to employ another person. And third, it is estimated that tourist expenditures in local retail and service establishments will keep a further 15 people employed[1]. Thus a total of about 27 people appear to be employed directly or indirectly by Outlet Beach Provincial Park in Region A.

[1] This figure was derived from employment statistics by months (Mm), and the percentage of total annual sales made to park-users (P) such that

$$N = \frac{Mm \times P}{12 \times 100}$$

4.7 The Park's Effect on Businesses in Region B

In Region B, Prince Edward County, the sale of gasoline provides a very reliable index of the seasonal tourist trade.

This assessment of the importance to the tourist industry of gasoline sales is based on an interview survey of all the managers of gasoline stations in the County, save one or two on minor roads in areas distant from the Park.

The seasonality of gasoline sales (that is the increase in summer over winter sales) is related to location and certain regularities are discernable. The main arteries to the County show an increase of about 100 per cent in the amount of traffic carried during the summer:

Station #5 (Highway 33 at Carrying Place)	116 per cent
Station #1 (Highway 14 north of Bloomfield)	89 per cent
Station #4 (Glenora Ferry)	124 per cent

Second, the main feeder roads to the recreation area around Sandbanks and Outlet Beach show an increase of 300 to 400 per cent in traffic:

Station #12 (County Road 12 south of Bloomfield)	382 per cent
Station # 8 (County Road 11 near Athol)	375 per cent
Station # 6 (County Road 18 near Cherry Valley)	283 per cent
Station # 7 (County Road 18 at Salmon Point)	303 per cent

In the close vicinity to the Park very high increases are recorded:

Station #10 (County Road 12 near Sandbanks)	1064 per cent
Station # 9 (County Road 18 outside Outlet Beach)	1498 per cent
Station #11 (County Road 12 in West Lake)	529 per cent

A fourth regularity that may be distinguished is the increase in seasonality along the feeder roads as one approaches the Park:

Station # 6 to Station # 7 (County Road 18)	283 to 303 per cent
Station #12 to Station #11 (County Road 12)	382 to 529 per cent

The pattern of gasoline sales conforms to the first three traffic flow regularities in that five stations along the main arteries

and feeder roads, and all the stations in the neighbourhood of the Park, experience a 50 per cent sales increase during the summer. The outlets in Cherry Valley, on the other hand, have a much smaller increase in summer as most of the tourist traffic turns off down County Road 11 before reaching Cherry Valley. In Bloomfield a pattern is also discernable. Most traffic using Highway 33 from Trenton and Highway 14 from Belleville turns off down County Road 12. The two gasoline stations in Bloomfield on Highway 33 beyond this turnoff show a very small increase in summer sales, while the stations along the tourist route show a large increase. In Picton, the situation is more complex because some stations concentrate on car sales, or repairs, while others specialize in gasoline sales. Of the ten stations in the centre of Picton, two have a 50 per cent or greater increase in summer petroleum sales, four have an increase of between 25 per cent and 50 per cent and four have less than a 25 per cent increase.

It was estimated by the leading oil distributor that in the whole County, about one quarter of a million gallons were sold in 1966 to tourists, of which half the sales were attributed to park visitors. Together this retailing would account for the employment of about four men the whole year round. The wholesaling of gasoline, however, takes place mostly from outside the County. Only two companies supply from Picton, three from Belleville, one from Cobourg and two direct from Toronto. Therefore the employment of only one man in gasoline wholesaling may be attributed to the park.

The increases in summer gasoline sales cannot be completely attributed to tourists destined for Outlet Beach because many cottagers also come to the area but in most cases well over half

the increase is so attributable. Seasonal increases in local consumption are probably negated because many local residents are on vacation outside the County.

The assessment of the impact of the Park on Region B now turns to the three communities which are the leading service centres in the County namely Wellington, Bloomfield and Picton. Although it is only six miles, as the crow flies, from Wellington to Outlet Beach, the presence of West Lake between these two places causes the connecting road to take a long detour through Bloomfield, making the road distance 14 miles. This distance, coupled with the intervening opportunities for campers to make their purchases in Bloomfield, has restricted the impact of the park on the Village of Wellington despite its population of 1,000 and Picton, 10 miles distant. Picton with its shopping facilities vastly superior to those of Bloomfield, however, is normally favoured.

The majority of service establishments in Bloomfield show a small increase in business in summer, an increase in the order of 10 to 15 per cent. In two establishments, however, business accelerates considerably more: the leading grocery and general store doubles its turnover in July and August as does a lunch bar which is located away from the main shopping centre and on the main route to the park. Most of this increase is attributable to park-users.

Picton is the county seat of Prince Edward County, and the only centre offering a range of specialized services. It therefore warrants specialized attention in this analysis. There is a sufficiently wide range of activities that the most suitable approach appears to be by service type.

First, and quite logically, there are a number of services which are not involved or affected at all by the tourist industry. Undertakers, stockbrokers, insurance brokers, plumbers and nursery gardeners belong to this category. To these may be added a group of services which are only very marginally affected, including custom tailoring, hospitals and milliners.

Groceries are a major item of tourist expenditure and this sector shows a great sensitivity to tourist activity, both through direct sales and indirect sales via restaurants. There are two supermarkets in Picton, one of which belonged to a voluntary national chain in June 1967. Both supermarkets experienced a 20 per cent increase in turnover in July and August; half of the increase was attributed to campers from Outlet Beach Provincial Park. Other grocers and butchers have a similar tourist trade also with about a 20 per cent increase in summer turnover. Again, half of this was attributed to park-users. One grocer on the main road from Picton to the Park indicated a 33 per cent increase, most of which was due to park visitors.

The Brewers Retail and L.C.B.O. provide an important service to many tourists taking a weekend or longer holiday and, as may be expected, their sales show a sharp upturn in summer. About 40 per cent of L.C.B.O. summer sales are made to tourists and 25 per cent to tourists going to or from Outlet Beach Provincial Park. Both take on extra help in summer to cope with their increased business.

The main dairies in the County, both of which are located in Picton, are heavily involved in the tourist trade. Details from one firm showed a 25 per cent increase from 80,000 gallons to 100,000 gallons per month in July and August. The manager pointed out that

tourist consumption may be a little higher than the figures because local consumption of milk drops in the summer with people taking their vacation outside the County. Fifteen per cent of summer sales were made to park users in 1966 and this figure may be higher in 1967 as an effort to secure more park business was made.

Picton has several restaurants which cater both to local and to tourist trade. The distinction is surprisingly clear, there being three restaurants that have a very small tourist trade, and which are not interested in it, and four which have a big tourist trade (increasing turnover by 33 per cent in summer) and who are anxious to cater to the tourist business. These latter restaurants take on extra help in summer, mostly school girls on vacation. Despite the importance of tourists to Picton's restaurants, the park only contributes a small portion of this business. Most campers are keen to follow the campers' code of "roughing it", and, therefore, cook most of their own meals. However, the restaurants as well as many other shops in Picton, expect a sizeable influx of campers when the weather is inclement. A dairy bar located at the extreme west end of Picton made 60 per cent of its sales to tourists, half of whom were park users.

The clothing and shoe companies in Picton follow different patterns, depending on the quality of goods offered. The high quality shoe and clothing shops do not cater to the tourist trade and have few customers who are tourists. However, the two chain shoe stores do 40 per cent of their summer trade with tourists, nearly half of which come from Outlet Beach Provincial Park. The importance to clothing shops varied considerably, two large chain stores increasing

business from 15 to 30 per cent in summer (half of this being attributed to park users) while small private shops do between 10 per cent and 60 per cent of their business with tourists depending on the policy of the manager and the location of the store.

The group of stores including dime stores, gift shops, hardware, camping equipment and sports equipment is also heavily dependent on tourist business. The two sports shops increased business by over 50 per cent, the one which is located on the main road to the park showing the bigger increase. However, the main customers for sports equipment are cottagers and park users provide only 25 per cent of customers. A gift shop experienced a 50 per cent increase in turnover in July and August, while a notable chain dime store had a 70 per cent increase, and was more heavily dependent on tourists than was any other business. Two tire stores specializing in camping equipment, share a 40 per cent increase in summer, most of this is accounted for by park users, while a local antique store does 60 per cent of its summer business with tourists, hardly any of whom come from the Park.

The above expenditures follow a fairly logical pattern; park-users are normally holidaying on a fairly strict budget and therefore do not patronize stores offering high quality and expensive merchandise. In the dime type store park-users form well over half the tourist customers, while in higher class stores they form well under half.

Picton's three drug stores sell a number of tourist lines, including lotions and photographic equipment. Tourists account for between 20 per cent and 40 per cent of their summer business and half of these tourists are park-users. Finally, 25 per cent of the barber

shops' summer customers are tourists and 15 per cent come from the Park.

The entertainment facilities are also patronized by tourists who make up about half the audiences in July and August at the movie theatre in Picton and the drive-in near Bloomfield. The pool halls in Picton are also patronized by tourists but they are not very important in this activity.

Having assessed the immediate impact of Outlet Beach Provincial Park on the retail and service sector in Area B, thought must be given to the indirect impact through the operation of the multiplier effect and income leakages.

Groceries were singled out for special consideration because they are a major item of tourist expenditure. It became apparent, in the course of field inquiries, that there is very rapid leakage of tourist money out of the County in this sector. There are no wholesale grocers in the County and most shops are supplied from one of the two large wholesalers in Belleville, a few are supplied from Kingston and two large chain organizations buy direct from Toronto. Of all the groceries sold in the County, about 60 per cent are wholesaled in Belleville, 30 per cent in Toronto, five per cent in Kingston and five per cent in Trenton. All meats come directly from Toronto.

There are certain items, however, which are wholesaled in the County. A firm in Picton wholesales cigarettes, candies, potato chips and the like and some soft drinks. The ice cream manufactured in Wellington has already been mentioned, this plant supplying the majority of retail outlets in the County. There is one other link between retailer and producer, and that is in the canned fruit and vegetable industry. Prince Edward County is well known for its canning

industry, the specialities including canned peas and beans, strawberries, raspberries, cherries and tomatoes. As tourists are normally able to purchase fresh fruit and vegetables, they do not stimulate much activity in the canning industry.

In all other retail activities, wholesaling is done from outside the County. Shoes are supplied from Batawa, (Trenton) and Toronto, while the wholesaling of clothing is equally divided between Montreal and Toronto.

As with Region A, so with Region B, a tentative estimate of the total employment attributable to the Park can be made. As the impact in Region B is more diffuse, this estimate is less reliable.

Direct employment by the park in Region B totals seven. Expenditures made by the park in the area may employ two men in Picton. Additional employment in shops in Picton, Wellington and Bloomfield is particularly hard to assess, because much of it is part-time and frequently students on summer vacation are employed. However, 88 extra man-months worked can be attributed to the increase in summer business due to the park. This would be equivalent to the employment of seven people the year round. Employment in gasoline sales has already been estimated at five men. In all, it is estimated that the employment of a total of 21 people in Region B may be attributed to Outlet Beach Provincial Park.

4.8 Park-User Questionnaire Results

1. Campers, Characteristics of Party

The sample of 586 parties interviewed contained 2,565 persons. The parties were composed of 1,343 children and 1,222 adults and contained an average 4.4 persons each.

Eighty per cent of the camping parties came directly from home to the park, illustrating the popularity of the park with week-end campers. Average length of stay was 4.7 nights although the weeks from July 6 to August 23 all registered average stays per party of longer than five nights. In comparison with Bon Echo, stays were on average slightly longer, especially during the early and late season. Bon Echo, curiously, had longer stays than Outlet during the high season at the end of July and the beginning of August.

The park represented a major drawing attraction to the area. Less than one per cent of the campers came to the County for any other purpose than to visit the park. The campers are relatively new to the park and also probably to the area - 87 per cent had visited the park less than five times previously.

2. Expenditure During Visit

The campers interviewed spent in total $28,260 during their stay and journey to and from the park.

Typical spending took the following pattern. Most campers brought food with them from home. Short stays in the park therefore, often meant few purchases in the local area. Large house trailers tended to arrive with plentiful stocks of supplies purchased at home, frequently using supermarket special sales some weeks prior to the trip. Typically perishable items such as fruit, vegetables, ice and milk were among the first supplies to be bought locally. As home-purchased food ran out larger grocery purchases were made.

On the journey to the park the largest expenditures were made in Region D (60.0%) and Region C (29.6%). (Table 35) The largest proportion of this stage of spending was on grocery supplies (64.7%) and on gasoline and travel expenses (26.7%). (Table 36) These figures

indicate a pattern of purchases in the home area prior to the trip. Average party expenditures on the day prior to arrival at the park amounted to $19.41 - an amount fairly similar in size to the Bon Echo sample. Expenditures close to the park (Regions A and B) were similarly small - 10.4 per cent compared with 9.4 per cent in the Bon Echo area.

While staying in the park the average party spent $31.94 of which 42.4 per cent and 40.2 per cent was spent in Regions A and B, respectively. Expenditures in the local area thus conform very closely to those made in the Bon Echo Regions A and B (81%).

The largest amounts were spent on grocery items, 51.9 per cent or an average of $16.59 per party. This was followed by gasoline, 19.3 per cent, an average of $6.14 per party. The percentage distribution of spending also conformed very closely with Bon Echo Park where 57.4 per cent was spent on groceries and 20.3 per cent on gasoline. Higher proportionate spending occurred on restaurant meals and miscellaneous purchased items than at Bon Echo. This fact, combined with an appreciably higher party expenditure rate, ($31.94 at Outlet compared with $20.91 at Bon Echo) suggests that a spending opportunity model could usefully be tested to account for spending made by campers during their stay in a park.

It is postulated here that greater opportunities exist in Prince Edward County and nearby areas for expenditures. In particular the larger number and closer proximity of urban centres in the area may well have the effect of increasing camper expenditures over those found in 'wilderness area' parks.

The return trip resulted in an average expenditure of

$6.15 per party (compared with $7.38 at Bon Echo). Percentage distribution of spending by both item and region was very similar to that of Bon Echo - 46.6 per cent was spent on gasoline and 19.1 per cent on groceries (24.4%, Bon Echo), presumably by those parties travelling to other parks or perhaps on fruit and vegetable stands in the area; 21.1 per cent was spent on meals (18.4% Bon Echo). By regions, 51.3 per cent of the expenditures took place in Prince Edward County (Regions A and B), compared with 51.6 per cent at Bon Echo's regions A and B.

For visitors, average spending per party amounted to $5.28 on the journey to the park. Of this, 43.2 per cent was spent on gasoline ($2.28 per party), 42.7 per cent on groceries ($2.26 per party) and 9.9 per cent on purchased meals. Expenditures made on the return journey were similar to those made by campers.

As at Bon Echo, visitor spending was lower per party than camper spending but the very large numbers of visitors resulted in a fairly large absolute dollar volume.

3. Estimation of Total Park-Generated Regional Income

a. Camper Expenditures

A total of 9,130 camper permits was issued at Outlet Beach Park in 1967. Sample sizes were 6.5, 4.6 and 6.1 per cent, respectively, for each of the questionnaires and provided a sufficient basis for expenditure prediction. A total expenditure of slightly more than half a million dollars was estimated for camper spending. Of this almost $290,000 was spent in Regions A and B (Prince Edward County).

b. Visitor Expenditures

The sample size for visitors was very small (0.3% and

0.2% for each questionnaire) and conclusions from it should be carefully examined. Total traffic count figures were reduced by 25 per cent after consultation with Mr. J. Keenan of the Department of Lands and Forests. An estimated total of 79,500 was thus used as the absolute number of visitor parties. As the sample size was so small, absolute estimates of total visitor spending would vary considerably if this estimated total were not approximately correct. Some better method of estimating visitor usage is needed if more accuracy is required in visitor surveys.

It was estimated that visitor spending ran to just over one million dollars of which $400,000 was spent in Regions A and B. This figure makes total visitor spending larger than that of campers. At Bon Echo, where the number of day visitors was a third that of Outlet Beach, expenditures were estimated at $370,800 - a figure of approximately the same magnitude as that of Outlet Park, given the smaller attendance.

c. Park Expenditures

These have already been discussed and the exact location of these expenditures analysed. Total spending in 1966 amounted to $57,788 of which $42,519 was spent in Prince Edward County (Regions A and B).

d. Park Salaries

Income to park employees amounted to $32,758 in 1966 and as the place of residence of almost all the receivers of this income was Prince Edward County, most would be attributable as income to Regions A and B.

e. Estimated Total Park-Generated Regional Income

It is estimated in this report that approximately $1.6

million was generated by Outlet Beach Park. Of this, just under half (47.1%) was received by Prince Edward County (Regions A and B).

If 40 per cent of the total turnover is attributed to the cost of labour and the $5,000 annual income figure used as a minimum annual income, park-generated income employs 62 persons in Prince Edward County. In 1961 the county's labour force was 7,005 persons. Park-generated employment, therefore, may be responsible for just less than one per cent of total employment in the County.

Outside the County, estimated expenditures of $867,000 would have been sufficient to employ a further 70 persons. As a percentage of the total labour force, however, the figure would have been almost negligible.

The multiplier effect of expenditures made in this area would be modest, as a large number of wholesale and retail services were not located in the County. The presence of the Town of Picton, however, would serve to produce a regional multiplier of a larger scale than in the Bon Echo region. Given a multiplier of 1.5 or 1.6 this would be sufficient to employ another 12 to 14 persons in the County area.

TABLES

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TABLES

TABLE 1

POPULATION BY TOWNSHIPS AND INCORPORATED CENTRES, BON ECHO PROVINCIAL PARK, REGIONS A AND B, CENSUS YEARS 1951 TO 1966

	1951	1956	1961	1966	PER CENT CHANGE 1956/1951	1961/1956	1966/1961
	No.	No.	No.	No.	%	%	%
FRONTENAC COUNTY:							
Barrie	405	434	409	433	7.2	-5.8	5.9
Clarendon & Miller	576	615	557	505	6.8	-9.4	-9.3
Clarendon	525	534	501	460	1.7	-6.2	-8.2
Miller	51	81	56	45	58.8	-30.9	-19.6
Hinchinbrooke	1,073	1,087	1,088	1,150	1.3	0.1	5.7
Kennebec	814	731	788	687	-10.2	7.8	-12.8
Olden	748	775	728	691	3.6	-6.1	-5.1
Total	3,616	3,642	3,570	3,466	0.7	-2.0	-2.9
HASTINGS COUNTY:							
Elzevir & Grimsthorpe	658	754	670	651	14.6	-11.1	-2.8
Elzevir	658	754	670	651	14.6	-11.1	-2.8
Grimsthorpe	-	-	-	-	-	-	-
Hungerford	2,518	2,485	2,428	2,140	-1.3	-2.3	-11.9
Tweed (V)	1,562	1,634	1,791	1,747	4.6	9.6	-2.5
Huntingdon	1,508	1,512	1,508	1,447	0.3	-0.3	-4.0
Madoc	1,743	1,724	1,697	1,549	-1.1	-1.6	-8.7
Madoc (V)	1,240	1,325	1,347	1,385	6.9	1.7	2.8
Marmora & Lake	1,125	1,403[1]	1,360	1,240	24.7	-3.1	-8.8
Lake	60	50	89	62	-16.7	78.0	-30.3
Marmora	1,065	1,353	1,271	1,178	27.0	-6.1	-7.3
Deloro (V)	283	253	157	185	-10.6	-37.9	17.8
Marmora (V)	1,117	1,428[1]	1,381	1,331	27.8	-3.3	-3.6
Mayo	398	401	425	382	0.8	6.0	-10.1

TABLE 1

POPULATION BY TOWNSHIPS AND INCORPORATED CENTRES, BON ECHO PROVINCIAL PARK, REGIONS A AND B, CENSUS YEARS 1951 TO 1966 (Cont'd.)

	1951	1956	1961	1966	PER CENT CHANGE 1956/1951	1961/1956	1966/1961
	No.	No.	No.	No.	%	%	%
HASTINGS COUNTY:							
Tudor & Cashel	567	592	568	504	4.4	-4.1	-11.3
Cashel	146	162	137	138	11.0	-15.4	0.7
Tudor	421	430	431	366	2.1	0.2	-15.1
Total	12,719	13,511	13,332	12,561	6.2	-1.3	-5.8
LENNOX & ADDINGTON COUNTY:							
Denbigh, Abinger & Ashby	809	734	701	645	-9.3	-4.5	-8.0
Abinger	150	130	127	115	-13.3	-2.3	-9.4
Ashby	54	29	24	32	-46.3	-17.2	33.3
Denbigh	605	575	550	498	-5.0	-4.3	-9.5
Kaladar, Anglesea & Effingham	1,420	1,358	1,405	1,224	-4.4	3.5	-12.9
Anglesea	158	174	174	136	10.1	-	-21.8
Effingham	127	61	37	22	-52.0	-39.3	-40.5
Kaladar	1,135	1,123	1,194	1,066	-1.1	6.3	-10.7
Sheffield	1,277	1,313	1,196	1,178	2.8	-8.9	-1.5
Total	3,506	3,405	3,302	3,047	-2.9	-3.0	-7.7
TOTAL, REGIONS A & B	19,841	20,558	20,204	19,074	3.6	-1.7	-5.6

(V) - Village

[1]Part of Marmora and Lake Townships annexed to Marmora Village, January 1, 1956.

Source: Canada, Dominion Bureau of Statistics, Census of Canada, Population, 1951, 1961 and 1966, (Ottawa: Queen's Printer), Table 5, Table 5 and Table 8.

TABLE 2

NUMBER OF FAMILIES AND PERSONS NOT IN FAMILIES WITH INCOME, FRONTENAC AND LENNOX & ADDINGTON COUNTIES AND PROVINCE OF ONTARIO, 1961

	FAMILIES				PERSONS NOT IN THE FAMILY				
		ANNUAL INCOME UNDER $3,000					ANNUAL INCOME UNDER $3,000		
	TOTAL WITH INCOME		% OF TOTAL WITH INCOME	AVERAGE INCOME	WITHOUT INCOME	TOTAL WITH INCOME		% OF TOTAL WITH INCOME	AVERAGE INCOME
	No.	No.	%	$	No.	No.	No.	%	$
FRONTENAC	17,646	3,181	18.0	5,681	440	6,705	4,607	68.7	2,222
LENNOX & ADDINGTON	3,913	1,204	30.8	4,629	132	1,217	1,023	84.1	1,427
TOTAL, PROVINCE OF ONTARIO	1,376,148	245,396	17.8	5,868	35,226	499,579	330,111	66.1	2,352

Source: Canada, Dominion Bureau of Statistics, Census of Canada, Population Sample, 1961 (Ottawa: Queen's Printer), Volume 4, Tables C1, C2 and C3.

TABLE 3

NON-FARM POPULATION 15 YEARS OF AGE AND OVER, BY SEX, WITH AND WITHOUT INCOME, FRONTENAC AND LENNOX & ADDINGTON COUNTIES AND PROVINCE OF ONTARIO, 1961

	MALES					FEMALES				
			ANNUAL INCOME UNDER $3,000					ANNUAL INCOME UNDER $3,000		
	WITHOUT INCOME	TOTAL WITH INCOME		% OF TOTAL WITH INCOME	AVERAGE INCOME	WITHOUT INCOME	TOTAL WITH INCOME		% OF TOTAL WITH INCOME	AVERAGE INCOME
	No.	No.	No.	%	$	No.	No.	No.	%	$
FRONTENAC	1,453	21,962	7,299	33.2	4,224	10,845	13,697	11,360	82.9	1,703
LENNOX & ADDINGTON	356	4,714	2,157	45.8	3,576	2,547	2,609	2,335	89.5	1,244
TOTAL, PROVINCE OF ONTARIO	104,099	1,716,085	570,424	33.2	4,335	800,771	1,086,805	883,542	81.3	1,747

Source: Canada, Dominion Bureau of Statistics, Census of Canada, Population Sample, 1961 (Ottawa: Queen's Printer), Volume 4, Table A2.

TABLE 4

NUMBER OF WAGE-EARNERS 15 YEARS OF AGE AND OVER, BY SEX, FOR RURAL, RURAL NON-FARM AND URBAN POPULATION GROUPS, FRONTENAC AND LENNOX & ADDINGTON COUNTIES AND PROVINCE OF ONTARIO, 1961

		WAGE EARNERS WHO WORKED FOR SALARY OR WAGES		WAGE EARNERS WITH ANNUAL EARNINGS UNDER $3,000				AVERAGE ANNUAL EARNINGS	
		Male No.	Female No.	Male No.	Female No.	Male % [a]	Female % [a]	Male $	Female $
FRONTENAC	Total	19,590	8,113	6,038	5,931	30.8	73.1	3,813	2,045
	Rural	4,218	1,180	1,692	897	40.1	76.0	3,218	1,870
	Rural Non-Farm	3,369	908	1,179	695	35.0	76.5	3,436	1,820
	Urban	15,372	6,933	4,346	5,034	28.3	72.6	3,978	2,075
LENNOX & ADDINGTON	Total	4,295	1,194	1,766	884	41.1	74.0	3,171	1,691
	Rural	3,360	814	1,432	582	42.6	71.5	3,098	1,696
	Rural Non-Farm	2,403	568	866	406	36.0	71.5	3,377	1,622
	Urban	935	380	334	302	35.7	79.5	3,428	1,681
TOTAL, PROVINCE OF ONTARIO	Total	1,423,109	618,246	407,841	436,983	28.6	70.7	3,984	2,119
	Rural	239,444	71,023	109,851	55,410	45.9	78.0	3,079	1,682
	Rural Non-Farm	187,374	51,608	76,430	40,733	40.8	78.9	3,291	1,657
	Urban	1,183,665	547,223	297,990	381,573	25.2	69.7	4,166	2,175

[a] % of total wage earners.

Source: Canada, Dominion Bureau of Statistics, Census of Canada, Wage Earners, 1961, (Ottawa: Queen's Printer), Volume 3.3, Table 14.

TABLE 5

INCOME RECIPIENTS EARNING UNDER $3,000 PER ANNUM AND AVERAGE ANNUAL INCOME OF TOTAL INCOME RECIPIENTS, FRONTENAC AND LENNOX & ADDINGTON COUNTIES AND PROVINCE OF ONTARIO, 1960-1963

		% OF TOTAL INCOME RECIPIENTS %	AVERAGE ANNUAL INCOME $
FRONTENAC	1960	51.8	3,323
	1961	47.6	3,603
	1962	45.8	3,656
	1963	44.6	3,730
LENNOX & ADDINGTON	1960	56.6	2,942
	1961	57.8	2,951
	1962	49.2	3,186
	1963	52.9	3,161
TOTAL, PROVINCE OF ONTARIO	1960	45.2	3,711
	1961	44.1	3,825
	1962	41.8	3,932
	1963	41.3	4,052

Source: R.M. Frank, "The Distribution of Personal Income in Ontario and the Ten Economic Regions", Ontario, Department of Economics and Development, Ontario Economic Review, October-November, 1966.

TABLE 6

SELECTED AGRICULTURAL STATISTICS, BON ECHO REGION, 1951, 1956, 1961 AND 1966.

		Farm Population No.	Farm Operators No.	Farm Owners No.	Area Of Occupied Land (Acres)	Area Of Improved Land (Acres)
Denbigh, Abinger & Ashby	1951	273	57	55	17,334	2,292
	1956	279	58	55	15,020	2,735
	1961	158	37	35	13,882	1,589
	1966	110	23	21	8,897	958
	% Change 1956/1951	2.2	1.8		-13.3	19.3
	% Change 1961/1956	-43.4	-36.2		-7.6	-41.9
	% Change 1966/1961	-30.4	-37.8		-35.9	-39.7
Kaladar, Anglesea & Effingham	1951	443	90	81	25,035	4,144
	1956	283	63	58	18,700	2,532
	1961	114	29	22	11,269	1,717
	1966	95	20	15	7,920	1,497
	% Change 1956/1951	-36.1	-30.0		-25.3	-38.9
	% Change 1961/1956	-59.7	-54.0		-39.7	-32.2
	% Change 1966/1961	-16.7	-31.0		-29.7	-12.8
Barrie	1951	228	55	49	8,236	1,298
	1956	325	45	41	7,003	1,066
	1961	104	24	21	4,723	652
	1966	135	12	9	2,458	390
	% Change 1956/1951	42.5	-18.2		-15.0	-17.9
	% Change 1961/1956	-68.0	-46.7		-32.6	-38.8
	% Change 1966/1961	29.8	-50.0		-48.0	-40.2

Source: Canada, Dominion Bureau of Statistics, *Census of Canada, Agriculture*, 1951, 1956, 1961 and 1966, (Ottawa: Queen's Printer), Table 29, Table 15, Table 28 and Table 27.

TABLE 7

ESTIMATED GAIN OR LOSS OF RETAIL TRADE, URBAN CENTRES, LAKE ONTARIO REGION, 1961

	A 1961 Population	B 1961 Expected Retail Sales[1] $000's	C 1961 Actual Retail Sales $000's	D Index of Retail Attraction[2]	E Absolute Net Gain or Loss of Sales[3] $000's
HASTINGS					
Bancroft	2,615	2,360.8	4,526.3	91.72	2,165.5
Belleville	30,655	27,675.3	44,615.1	61.20	16,939.8
Deseronto	1,797	1,622.3	1,137.0	-29.91	-485.3
Frankford	1,642	1,482.4	1,365.5	-7.88	-116.9
Madoc	1,347	1,216.1	3,291.7	170.67	2,075.6
Marmora	1,381	1,246.8	2,170.2	74.06	923.4
Stirling	1,315	1,187.2	3,530.6	197.38	2,343.4
Trenton	13,183	11,901.6	18,684.5	56.99	6,782.9
Tweed	1,791	1,616.9	3,844.0	137.73	2,227.1
Rest	37,651	33,991.3	8,819.0	-74.05	-25,172.3
LENNOX & ADDINGTON					
Napanee	4,500	4,062.6	9,895.9	143.58	5,833.3
Rest	19,217	17,349.1	5,959.8	-65.64	-11,389.3
FRONTENAC					
Kingston	53,526	48,323.3	73,870.7	52.86	25,547.4
Rest	34,008	30,702.4	12,649.8	-58.79	-18,052.6
DURHAM					
Bowmanville	7,397	6,678.0	8,715.7	30.51	2,037.7
Newcastle	1,272	1,148.4	857.9	-25.29	-290.5
Port Hope	8,091	7,304.6	9,623.6	31.74	2,319.0
Rest	23,156	20,905.2	8,662.9	-58.56	-12,242.3

1. Population X Regional Average Per Capita Retail Sales - $902.8
2. $\frac{C - B}{B}$ X 100
3. Actual - Expected, i.e. C - B

TABLE 8

SUMMARY: EMPLOYMENT STRUCTURE, ESTABLISHMENTS AND LABOUR FORCE, BON ECHO REGION

	FRONTENAC		HASTINGS		LENNOX & ADDINGTON		TOTAL	
	Establishments	Labour Force	Establishments	Labour Force	Establishments	Labour Force	Establishments	Labour Force
PRIMARY								
Agriculture	296	326	850	933	192	211	1,338	1,470
Forestry	7	10	3	3	8	13	18	26
Mines & Quarries	-	-	5	401	2	14	7	415
Total	303	336	858	1,337	202	238	1,363	1,911
SECONDARY								
Manufacturing	1	9	28	309	4	29	33	347
TERTIARY								
Transportation and Communication	-	-	7	32	1	2	8	34
Retail & Wholesale Trade	27	81	121	523	38	133	186	737
Services	8	34	21	88	8	44	37	166
Total	35	115	149	643	47	179	231	937
TOTAL	339	460	1,035	2,289	253	446	1,627	3,195

Sources: Ontario, Department of Trade and Development, Industry Listings.
Canada, Dominion Bureau of Statistics, Census of Canada, Agriculture.
Canada, Dominion Bureau of Statistics, Census of Canada, Retail Trade.

TABLE 9

CAMPERS, BY TYPE, TURNED AWAY FROM BON ECHO PARK

AFTER CAPACITY (400) WAS REACHED

DATE 1967		TENTS	CAMPER BACK	HOUSE TRAILER	TENT TRAILER	BUS	TOTAL
JULY	1	1	13	-	-	-	14
"	21	10	6	13	23	-	52
"	22	28	10	16	10	-	64
"	23	19	6	16	10	-	51
"	24	13	1	16	16	-	46
"	25	14	4	6	9	-	33
"	26	16	2	6	11	-	35
"	27	12	1	5	13	3	34
"	28	13	3	16	19	-	51
"	29	9	4	10	9	-	32
		135	50	104	120	3	412
AUGUST	4	22	7	13	26	-	68
"	5	42	4	18	39	-	103
		64	11	31	65	-	171

TOTAL SEASON:-	JULY	-	412
	AUGUST	-	171
			583

Source: Bon Echo Provincial Park Records.

TABLE 10

BUSINESS ESTIMATES OF PARK-USER EXPENDITURES, BON ECHO REGION

	Number Of Businesses With Significant Park-User Sales	Estimated Value Of Park-User Sales $
Lake Mazinaw Area	8	76,450
Cloyne	3	66,000
Northbrook	4	10,750
Flinton	1	3,800
Kaladar	2	13,250
Denbigh	4	43,700
Tweed (L.C.B.O.)	1	10,000
	23	$223,950

Note: This table is based on businessmen's estimates of total sales to park users. This was usually given as a per cent of total sales. Annual retail sales were given in 13 cases and estimated in 10 cases.

Only businesses which estimated that the park provided more than 5 per cent of total sales are included. These included 6 gas or service stations, 4 restaurants or snack bars, 10 grocery stores and 3 other miscellaneous establishments. For detailed estimations see tables in Appendix 1.

TABLE 11

INDIVIDUAL BUSINESS ESTIMATED INCOME

FROM BON ECHO PARK USERS

Business No.	Grocery $	Gasoline $	Restaurants And Snack Bars $	L.C.B.O. $	Other $
1	50,000	1,000	450	10,000	4,900
2	15,000	1,250	2,000		250
3	30,000	10,000	5,000		
4	12,000	3,250	1,000		
5	5,250	3,800			
6	1,500	2,000			
7	19,800				
8	18,000				
9	10,000				
10	17,500				
	179,050	21,300	8,450	10,000	5,150

TOTAL 223,950

TABLE 12

EXPENDITURES OF BON ECHO PARK BY REGION AND CENTRE, 1963-1966

	1963	1964	1965	1966	Total	%
REGION A						
Cloyne	868	832	862	683	3,245	4.43
Harlow	136	572	489	126	1,323	1.81
Northbrook	-	212	2,361	1,202	3,775	5.15
TOTAL, REGION	1,004	1,616	3,712	2,011	8,343	11.39
REGION B						
Arden	-	-	-	114	114	0.16
Ardoch	1,234	-	108	-	1,342	1.83
Denbigh	2,120	1,889	1,095	-	5,104	6.97
Flinton	-	255	-	-	255	0.35
Kaladar	180	1,051	614	75	1,920	2.62
Madoc	278	320	675	610	1,883	2.57
Roslin	2,074	266	3,098	2,631	8,069	11.01
Tweed	4,335	324	6,757	1,986	13,402	18.29
Vennachar	-	136	129	-	265	0.36
TOTAL, REGION	10,221	4,241	12,476	5,416	32,354	44.16
REGION C						
Belleville	913	483	3,015	2,185	6,596	9.00
Gilmour	-	-	-	34	34	0.05
Glenbourne	-	-	5,097	7	5,104	6.97
Oshawa	210	324	238	-	772	1.05
Peterborough	398	-	770	661	1,829	2.50
Picton	252	-	2,039	1,317	3,608	4.92
Sharbot Lake	-	-	160	134	294	0.40
Wooler	583	-	-	-	583	0.79
TOTAL, REGION	2,356	807	11,319	4,338	18,820	25.68
REGION D						
Barrie	-	-	194	126	320	0.44
Breslau	-	-	-	1,530	1,530	2.09
Guelph	56	-	-	-	56	0.08
Montreal	-	-	-	62	62	0.08
Orillia	1,010	-	836	78	1,924	2.62
Toronto	2,419	2,546	3,230	1,651	9,846	13.44
Winnipeg	-	-	16	-	16	0.02
TOTAL, REGION	3,485	2,546	4,276	3,447	13,754	18.77
TOTAL, BON ECHO PARK	17,066	9,210	31,783	15,212	73,271	100.0

EXPENDITURE EXPRESSED IN PER CAPITA

	Population	$	$ Per Capita
REGION A	706	8,343	11.82
REGION B	17,765	32,354	1.82

Source: Bon Echo Provincial Park Records.

TABLE 13

BON ECHO PARK
PARK EMPLOYEE SALARIES

	1965-1966	1966-1967	1967-1968 (First Half)
Total, Casual Staff	11	16	27
Total, Casual Salaries	$17,464	$35,615	$37,243
Total, Permanent Staff	1	1	2
Grand Total, Salaries for Park	$23,151	$41,732	$41,154

TABLE 14

BON ECHO PARK
PARK SALARIES BY SIZE GROUP

	Below $1,000	$1,000-1,999	$2,000-2,999	$3,000-3,999	Above $4,000
1966-1967	4	3	5	3	2
1965-1966	4	3	3	1	1

Source: Ontario, Department of Lands and Forests.

TABLE 15

BON ECHO: LENGTH OF STAY BY WEEK, QUESTIONNAIRE NO. 4

PERIOD*	NIGHTS IN PARK	NUMBER OF PARTIES	AVERAGE NUMBER OF NIGHTS PER PARTY	PERCENTAGE TOTAL
1	49	23	2.1	2.4
2	15	5	3.0	0.7
3	17	14	1.2	0.8
4	18	13	1.4	1.3
5	83	27	3.1	3.9
6	122	37	3.3	5.7
7	242	55	4.4	11.1
8	210	36	5.8	9.8
9	171	32	5.3	7.8
10	212	25	8.5	9.8
11	272	33	8.2	12.8
12	208	39	5.3	10.1
13	174	38	4.6	8.0
14	182	39	4.7	8.6
15	154	42	3.7	7.0
16	78	32	2.4	3.5
TOTAL ALL PERIODS	2,207	490	4.5	

*For dates, see Appendix Two.

TABLE 16

BON ECHO: EXPENDITURE BY REGION

	Sample Size		REGION A			REGION B			REGION C			REGION D			TOTAL		
	Parties No.	Persons No.	$	%	Per Party $	$	%	Per Party $	$	%	Per Party $	$	%	Per Party $	$	Per Party $	Per Person $
Campers																	
Questionnaire No. 3	590	2,541	357	2.5	0.60	973	6.9	1.65	4,211	29.8	7.14	8,585	60.8	14.55	14,126	23.94	5.56
Questionnaire No. 4	490	2,100	6,937	67.7	14.16	1,360	13.3	2.78	747	7.3	1.52	1,201	11.7	2.45	10,245	20.91	4.88
Questionnaire No. 5	420	1,800	656	21.2	1.56	944	30.4	2.25	946	30.5	2.25	555	17.9	1.32	3,101	7.38	1.72
Total			7,950	28.9	16.32	3,277	11.9	6.68	5,904	21.5	10.91	10,341	37.7	18.32	27,472	52.23	12.16
Visitors																	
Questionnaire No. 2	196	1,185	104	7.2	0.53	230	16.0	1.17	720	50.2	3.67	381	26.6	1.95	1,435	7.32	1.21
Questionnaire No. 5	93	n.a.	144	21.2	1.55	207	30.4	2.22	208	30.5	2.24	122	17.9	1.31	681	7.32	n.a.

n.a. Not available.

For definitions see Appendix Two.

TABLE 17

BON ECHO: EXPENDITURE BY ITEM

	Sample Size		ITEM A			ITEM B			ITEM C			ITEM D			ITEM E			TOTAL		
	Parties No.	Persons No.	$	%	Per Party $	$	%	Per Party $	$	%	Per Party $	$	%	Per Party $	$	%	Per Party $	$	Per Party $	Per Person $
Campers																				
Questionnaire No. 3	590	2,541	3,628	25.7	6.15	9,481	67.1	16.07	529	3.8	0.90	104	0.7	0.17	384	2.7	0.65	14,126	23.94	5.56
Questionnaire No. 4	490	2,100	2,081	20.3	4.25	5,876	57.4	11.99	707	6.9	1.44	782	7.6	1.60	799	7.8	1.63	10,245	20.91	4.88
Questionnaire No. 5	420	1,800	1,518	49.0	3.61	758	24.4	1.81	571	18.4	1.36	80	2.6	0.19	174	5.6	0.41	3,101	7.38	1.72
Total			7,227	26.3	14.01	16,115	58.7	29.87	1,807	6.6	3.70	966	3.5	1.96	1,357	4.9	2.69	27,472	52.23	12.16
Visitors																				
Questionnaire No. 2	196	1,185	700	48.8	3.57	687	47.9	3.50	29	2.0	0.15	11	0.8	0.06	8	0.5	0.04	1,435	7.32	1.21
Questionnaire No. 5	93	n.a.	335	49.2	3.60	167	24.5	1.80	125	18.4	1.34	17	2.5	0.18	37	5.4	0.40	681	7.32	n.a.

n.a. Not Available.

For definitions see Appendix Two.

TABLE 18

BON ECHO: EXPENDITURE BY REGION* AND WEEK, QUESTIONNAIRE NO. 4

WEEK NUMBER*	REGION A		REGION B		REGION C		REGION D		TOTAL
	$	%	$	%	$	%	$	%	$
1	124	82.1	27	17.9	0	0.0	0	0.0	151
2	29	40.3	13	18.1	30	41.7	0	0.0	72
3	59	100.0	0	0.0	0	0.0	0	0.0	59
4	20	100.0	0	0.0	0	0.0	0	0.0	20
5	181	59.0	66	21.5	13	4.2	47	15.3	307
6	327	71.2	60	13.1	30	6.5	42	9.2	459
7	628	79.8	52	6.6	27	3.4	80	10.2	787
8	684	82.4	77	9.3	56	6.7	13	1.6	830
9	583	71.1	124	15.1	28	3.4	85	10.4	820
10	926	69.7	151	11.4	76	5.7	175	13.2	1,328
11	1,035	61.2	267	15.8	229	13.6	159	9.4	1,690
12	523	58.6	141	15.8	39	4.4	190	21.3	893
13	515	66.4	98	12.6	55	7.1	108	13.9	776
14	662	69.1	130	13.6	47	4.9	119	12.4	958
15	466	64.4	109	15.1	53	7.3	96	13.3	724
16	175	47.2	45	12.1	64	17.3	87	23.5	371
TOTAL ALL WEEKS	6,937	65.6	1,360	16.4	747	8.3	1,201	11.7	10,245

* For definitions of regions and dates, see Appendix Two.

TABLE 19

BON ECHO: EXPENDITURE BY ITEM* AND WEEK, QUESTIONNAIRE NO. 4.

WEEK NUMBER*	ITEM A		ITEM B		ITEM C		ITEM D		ITEM E		TOTAL
	$	%	$	%	$	%	$	%	$	%	$
1	72	47.7	55	36.4	13	8.6	11	7.3	0	0.0	151
2	22	30.6	40	55.6	8	11.1	0	0.0	2	2.8	72
3	15	25.4	9	15.3	19	32.2	3	5.1	13	22.0	59
4	1	5.0	11	55.0	0	0.0	3	15.0	5	25.0	20
5	71	23.1	174	56.7	9	2.9	42	13.7	11	3.6	307
6	119	25.9	214	46.6	61	13.3	59	12.9	6	1.3	459
7	152	19.3	504	64.0	44	5.6	39	5.0	48	6.1	787
8	83	10.0	572	68.9	57	6.9	99	11.9	19	2.3	830
9	129	15.7	573	69.9	27	3.3	36	4.4	55	6.7	820
10	310	23.3	733	55.2	94	7.1	96	7.2	95	7.2	1,328
11	324	19.2	1,033	61.1	109	6.4	66	3.9	158	9.3	1,690
12	173	19.4	448	50.2	78	8.7	50	5.6	144	16.1	893
13	161	20.7	430	55.4	60	7.7	64	8.2	61	7.9	776
14	167	17.4	574	59.9	51	5.3	93	9.7	73	7.6	958
15	165	22.8	362	50.0	62	8.6	45	6.2	90	12.4	724
16	117	31.5	144	38.8	15	4.0	76	20.5	19	5.1	371
TOTAL	2,081	20.3	5,876	57.4	707	6.9	782	7.6	799	7.8	10,245

* For definitions of items and dates, see Appendix Two.

TABLE 20

BON ECHO: EXPENDITURE BY REGION* AND WEEK, QUESTIONNAIRE NO. 5

WEEK NUMBER	REGION A		REGION B		REGION C		REGION D		TOTAL
	$	%	$	%	$	%	$	%	$
1	33	48.5	20	29.4	15	22.1	0	0.0	68
2	0	0.0	3	75.0	0	0.0	1	25.0	4
3	18	54.5	5	15.2	10	30.3	0	0.0	33
4	10	20.4	10	20.4	29	59.2	0	0.0	49
5	11	20.0	35	63.6	5	9.1	4	7.3	55
6	29	18.1	67	41.9	32	20.0	32	20.0	160
7	52	26.4	55	27.9	27	13.7	63	32.0	197
8	69	20.7	126	37.8	91	27.3	47	14.1	333
9	20	8.9	76	33.8	84	37.3	45	20.0	225
10	39	18.6	72	34.3	58	27.6	41	19.5	210
11	32	26.4	49	40.5	25	20.7	15	12.4	121
12	89	19.7	139	30.8	176	38.9	48	10.6	452
13	38	11.5	95	28.8	120	36.4	77	23.3	330
14	95	35.3	46	17.1	61	22.7	67	24.9	269
15	42	15.2	85	30.8	74	26.8	75	27.2	276
16	79	24.8	61	19.1	139	43.6	40	12.5	319
TOTAL ALL WEEKS	656	21.5	944	30.4	946	30.5	555	17.9	3,101

* For definitions of regions and dates, see Appendix Two.

TABLE 21

BON ECHO: EXPENDITURE BY ITEM* AND WEEK, QUESTIONNAIRE NO. 5

WEEK NUMBER*	ITEM A		ITEM B		ITEM C		ITEM D		ITEM E		TOTAL
	$	%	$	%	$	%	$	%	$	%	$
1	48	70.6	4	5.9	16	23.5	0	0.0	0	0.0	68
2	3	75.0	0	0.0	1	25.0	0	0.0	0	0.0	4
3	18	54.5	8	24.2	3	9.1	4	12.1	0	0.0	33
4	25	51.0	18	36.7	2	4.1	1	2.0	3	6.1	49
5	47	85.5	3	5.5	5	9.1	0	0.0	0	0.0	55
6	94	58.7	31	19.4	25	15.6	4	2.5	6	3.7	160
7	118	59.9	38	19.3	21	10.7	5	2.5	15	7.6	197
8	121	36.3	119	35.7	62	18.6	8	2.4	23	6.9	333
9	118	52.4	38	16.9	59	26.2	3	1.3	7	3.1	225
10	77	36.7	81	38.6	41	19.5	1	0.5	10	4.8	210
11	64	52.9	22	18.2	31	25.6	4	3.3	0	0.0	121
12	190	42.0	106	23.5	98	21.7	10	2.2	48	10.6	452
13	164	49.7	87	26.4	59	17.9	12	3.6	8	2.4	330
14	129	48.0	87	32.3	39	14.5	8	3.0	6	2.2	269
15	128	46.4	56	20.3	61	22.1	14	5.1	17	6.2	276
16	174	54.5	60	18.8	48	15.0	6	1.9	31	9.7	319
TOTAL	1,518	49.0	758	24.4	571	18.4	80	2.6	174	5.6	3,101

* For definitions of items and dates, see Appendix Two.

TABLE 22

BON ECHO: VISITOR PARTY COMPOSITION, QUESTIONNAIRE NO. 2

WEEK NUMBER *	NO. OF CHILDREN	NO. OF ADULTS	TOTAL	AVERAGE PARTY SIZE	NO. OF PARTIES
1	22	23	45	5.6	8
2	0	0	0	0.0	0
3	36	44	80	5.3	15
4	38	52	90	5.0	18
5	56	51	107	7.1	15
6	20	40	60	60.0	1
7	0	0	0	0.0	0
8	58	57	115	6.8	17
9	36	32	68	5.2	13
10	74	81	155	6.7	23
11	70	93	163	6.3	26
12	47	63	110	5.2	21
13	55	54	109	5.4	20
14	0	0	0	0.0	0
15	13	20	33	4.7	7
16	23	27	50	4.2	12
TOTAL	548	637	1,185	6.0	196

* For dates, see Appendix Two.

TABLE 23

BON ECHO: VISITORS, FREQUENCY OF PARTY SIZE, QUESTIONNAIRE NO. 2

PARTY SIZE	1	2	3	4	5	6	7	8	9	10	11	12	13	14
FREQUENCY	2	10	15	40	39	32	22	8	12	2	5	4	2	1

TABLE 24

BON ECHO: VISITOR EXPENDITURE BY ITEM* AND WEEK, QUESTIONNAIRE NO. 2

WEEK NUMBER*	ITEM A		ITEM B		ITEM C		ITEM D		ITEM E		TOTAL
	$	%	$	%	$	%	$	%	$	%	$
1	7	46.7	5	33.3	3	20.0	0	0.0	0	0.0	15
2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
3	8	22.2	20	55.6	6	16.7	0	0.0	2	5.6	36
4	27	50.9	25	47.2	1	1.9	0	0.0	0	0.0	53
5	49	59.8	25	30.5	3	3.7	1	1.2	4	4.9	82
6	60	74.1	20	24.7	1	1.2	0	0.0	0	0.0	81
7	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
8	61	47.7	66	51.6	1	0.8	0	0.0	0	0.0	123
9	44	53.0	34	41.0	5	6.0	0	0.0	0	0.0	83
10	100	52.1	92	47.9	0	0.0	0	0.0	0	0.0	192
11	118	43.5	148	54.6	5	1.8	0	0.0	0	0.0	271
12	70	38.0	103	56.0	1	0.5	8	4.3	2	1.1	184
13	60	44.4	75	55.6	0	0.0	0	0.0	0	0.0	135
14	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
15	30	51.7	28	48.3	0	0.0	0	0.0	0	0.0	58
16	66	56.4	46	39.3	3	2.6	2	1.7	0	0.0	117
TOTAL	700	48.8	687	47.9	29	2.0	11	1.0	8	1.0	1,435

* For definitions of items and dates, see Appendix Two.

TABLE 25

BON ECHO: VISITOR EXPENDITURE BY REGION* AND WEEK, QUESTIONNAIRE NO. 2

WEEK NUMBER *	REGION A		REGION B		REGION C		REGION D		TOTAL
	$	%	$	%	$	%	$	%	$
1	15	100.0	0	0.0	0	0.0	0	0.0	15
2	0	0.0	0	0.0	0	0.0	0	0.0	0
3	13	36.1	20	55.6	3	8.3	0	0.0	36
4	14	26.4	10	18.9	13	24.5	16	30.2	53
5	15	18.3	17	20.7	50	61.0	0	0.0	82
6	0	0.0	1	1.2	20	24.7	60	74.1	81
7	0	0.0	0	0.0	0	0.0	0	0.0	0
8	10	7.8	22	17.2	76	59.4	20	15.6	128
9	1	1.2	0	0.0	78	94.0	4	4.8	83
10	3	1.6	23	12.0	80	41.7	86	44.8	192
11	6	2.2	58	21.4	121	44.6	86	31.7	271
12	17	9.2	18	9.8	113	61.4	36	19.6	184
13	9	6.7	54	40.0	62	45.9	10	7.4	135
14	0	0.0	0	0.0	0	0.0	0	0.0	0
15	1	1.7	4	6.9	36	62.1	17	29.3	58
16	0	0.0	3	2.6	68	58.1	46	39.3	117
TOTAL	104	7.2	230	16.0	720	50.2	381	26.6	1,435

* For definitions of regions and dates, see Appendix Two.

TABLE 26

BON ECHO: ESTIMATED TOTAL PARK-GENERATED REGIONAL INCOME

	Questionnaire No.	Sample Size		Estimated Expenditure By Region				
		Number	Per cent of Total*	A $	B $	C $	D $	Total $
A) Campers (1967)								
	3	590	8.0	4,450	17,100	52,800	101,000	175,350
	4	490	6.5	106,000	21,000	11,500	18,500	157,000
	5	420	5.6	11,700	16,800	16,800	9,900	55,200
Total				122,150	54,900	81,100	129,400	387,550
B) Visitors (1967)								
	2	196	0.8	12,500	27,800	115,000	46,000	201,300
	5	93	0.4	35,500	51,500	52,000	30,500	169,500
Total				48,000	79,300	167,000	76,500	370,800
C) Park Expenditures (1966)				2,011	5,416	4,338	3,447	15,212
D) Park Salaries (1966)				35,615				35,615
Total				172,161**	139,616**	252,438	209,347	809,177

*See text for explanation.
**Excluding park salaries.
Total regions A and B including park salaries $347,392.

TABLE 27

POPULATION BY TOWNSHIPS AND INCORPORATED CENTRES, OUTLET BEACH PROVINCIAL PARK, REGIONS A AND B, CENSUS YEARS 1951 TO 1966

	1951	1956	1961	1966	PER CENT CHANGE		
					1956/1951	1961/1956	1966/1961
	No.	No.	No.	No.	%	%	%
PRINCE EDWARD COUNTY:							
Ameliasburgh	3,020	3,308	3,912	4,014	9.5	18.3	2.6
Athol	992	1,154	1,069	1,154	16.3	-7.4	8.0
Hallowell	3,725	4,756	4,332	4,382	27.7	-8.9	1.2
Bloomfield (V)	685	769	803	750	12.3	4.4	-6.6
Picton (T)	4,287	4,998	4,862	5,027	16.6	-2.7	3.4
Hillier	1,315	1,411	1,432	1,370	7.3	1.5	-4.3
Wellington (V)	982	1,077	1,064	968	9.7	-1.2	-9.0
Marysburgh, North	959	1,053	1,072	1,018	9.8	1.8	-5.0
Marysburgh, South	885	913	889	916	3.2	-2.6	3.0
Sophiasburgh	1,709	1,706	1,673	1,708	-0.2	-1.9	2.1
TOTAL, REGIONS A & B	18,559	21,145	21,108	21,307	13.9	-0.2	0.9

(V) - Village
(T) - Town

Source: Canada, Dominion Bureau of Statistics, Census of Canada, Population, 1951, 1961 and 1966, (Ottawa: Queen's Printer), Table 5, Table 5 and Table 8.

TABLE 28

LAND USE IN PRINCE EDWARD COUNTY, 1966

			ACRES
Total Land Area			249,600
Total Area Farmed			210,054
Total Unimproved Area			67,386
Total Improved Area			142,668
Pasture Area			33,368
Total Crop Area			101,265
Selected Crops			
Wheat	3,036		
Oats for Grain	20,211		
Barley	4,388		
Mixed Grains	3,380		
Tame Hay	46,233		
Corn for Grain and Fodder	11,478		
Potatoes	285		
Vegetables	7,959		
Tree Fruits	2,052		
Small Fruits	248		
Strawberries		51	
Raspberries		195	

Source: Canada, Dominion Bureau of Statistics, Census of Canada, Agriculture, 1966, Tables 13, 17 and 19.

TABLE 29

TOURIST FACILITIES IN PRINCE EDWARD COUNTY, 1947

Type of Accommodation	Number	Charge Per Week
Farms with board	30	\$12 - \$18
Cottages for rent	200	
a) with board at farm		\$12 - \$18
b) without board at farm		\$15 - \$35
Private Cottages	100	
Hotels - seasonal	10)	\$18 - \$30
Motel cottages	75)	
Tourist homes	10	\$1 - \$3 per night

Source: DIX, E.S. (1948)"Land Utilization in Prince Edward County, Ontario."

TABLE 30

AVERAGE LABOUR INCOME PER CAPITA OF LABOUR INCOME RECIPIENTS

IN THE ECONOMIC REGIONS OF ONTARIO, 1960 AND 1964

	1960 $	Rank	1964 $	Rank
Eastern Ontario	3,199	6	3,771	6
Lake Ontario	2,849	7	3,328	9
Central Ontario	3,540	2	4,227	1
Niagara	3,402	4	4,054	2
Lake Erie	2,819	9	3,346	8
St. Clair	3,204	5	3,836	5
Midwestern Ontario	2,835	8	3,372	7
Georgian Bay	2,390	10	2,818	10
Northeastern Ontario	3,623	1	4,019	3
Northwestern Ontario	3,468	3	3,901	4
PROVINCE OF ONTARIO	3,309		3,906	

Source: Ontario, Department of Economics and Development, Applied Economics Branch, Special Tabulation.

TABLE 31

AVERAGE LABOUR INCOME PER CAPITA OF LABOUR INCOME RECIPIENTS,

LAKE ONTARIO REGION, COUNTIES AND OTHER SELECTED COUNTIES, 1960 AND 1964

	1960 $	Rank	1964 $	Rank
Durham	3,004	2	3,654	2
Haliburton	2,061	8	2,592	8
Hastings	2,952	3	3,266	3
Lennox and Addington	2,460	4	2,913	5
Northumberland	2,458	5	2,984	4
Peterborough	3,304	1	3,893	1
Prince Edward	2,306	6	2,718	6
Victoria	2,153	7	2,641	7
Lake Ontario Region	2,849		3,328	
Sudbury	3,888		4,196	
Peel	3,935		4,730	
York	3,498		4,175	
Carleton	3,542		4,204	

Source: Ontario, Department of Economics and Development, Applied Economics Branch, Special Tabulation.

TABLE 32

LABOUR FORCE BY SECTOR, PRINCE EDWARD COUNTY, LAKE ONTARIO REGION AND PROVINCE OF ONTARIO, 1951 AND 1961

	Prince Edward County		Lake Ontario Region		Province Of Ontario	
	1951	1961	1951	1961	1951	1961
	%	%	%	%	%	%
Agriculture	33.6	23.3	21.1	13.2	10.7	7.1
Manufacturing	13.3	15.1	30.6	26.0	32.6	26.9
Construction	7.9	8.3	6.7	6.7	6.8	6.4
Transportation	5.1	5.2	7.2	7.5	8.4	8.2
Trade	10.7	12.9	11.9	13.8	14.2	15.5
Finance	1.4	1.6	1.7	2.2	3.3	4.1
Community Services	25.3	14.5	18.3	17.4	20.1	19.5

Source: Ontario, Department of Economics and Development, Applied Economics Branch, Special Tabulation.

TABLE 33

EXPENDITURES OF OUTLET BEACH PARK,

BY REGION AND CENTRE, 1965 AND 1966

	1965		1966	
	Amount $	%	Amount $	%
Total Expenditure	41,836	100	57,788	100
Region A (Cherry Valley)	2,460	6	9,918	17
Region B	23,084	55	32,601	56
Picton	22,752	54	22,410	39
Wellington	115	..	832	1
Milford	124	..	5,437	9
Bloomfield	93	..	2,323	4
Consecon	-	-	400	1
Hillier	-	-	1,199	2
Region C	5,785	14	6,065	11
Belleville	3,164	8	2,548	4
Cobourg	1,310	3	1,458	3
Brighton	840	2	709	1
Tweed	304	1	985	2
Roslin	167	..	365	1
Region D	10,507	25	9,204	16
Toronto	8,716	21	5,981	10
Breslau	1,121	3	1,120	2
Oshawa	569	1	1,951	3
Barrie	93	..	57	..
Ottawa	8	..		
Oakfield (Wisconsin)	-	-	95	..

- Nil
.. Less than 0.5 per cent.

Source: Outlet Beach Provincial Park Records.

TABLE 34

PARK EMPLOYEE SALARIES AND NUMBER OF STAFF,

1965-66, 1966-67, 1967-68 (first half)

		1965/1966	1966/1967	1967/1968
Bon Echo	$	23,151	41,732	41,154
Staff	No.	11	16	27
Outlet Beach	$	41,819	45,912	32,758
Staff	No.	18	18	18

Source: Ontario, Department of Lands and Forests, Special Tabulation.

TABLE 35

OUTLET BEACH: LENGTH OF STAY BY WEEK, QUESTIONNAIRE NO. 4

PERIOD *	NIGHTS IN PARK	NUMBER OF PARTIES	AVERAGE NUMBER OF NIGHTS PER PARTY	PERCENTAGE TOTAL
1	40	18	2.2	2.1
2	34	16	2.1	2.1
3	36	20	1.8	2.3
4	44	21	2.1	2.3
5	80	25	3.2	4.5
6	109	31	3.5	5.6
7	119	25	4.8	6.2
8	289	38	7.6	14.9
9	163	32	5.1	8.5
10	228	32	7.1	11.6
11	158	25	6.3	9.3
12	159	27	5.9	9.0
13	226	40	5.6	11.6
14	115	21	5.5	5.9
15	96	25	3.8	5.0
16	65	25	2.6	3.6
TOTAL ALL PERIODS	1,961	421	4.7	

* For dates, see Appendix Two.

OUTLET USAGE: EXPENDITURE BY REGION

	Sample Size		REGION A			REGION B			REGION C			REGION D			TOTAL		
	Parties No.	Persons No.	$	%	Per Party $	$	%	Per Party $	$	%	Per Party $	$	%	Per Party $	$	Per Party $	Per Person $
Campers																	
Questionnaire No. 3	586	2,565	407	3.6	0.69	777	6.8	1.33	3,367	29.6	5.75	6,824	60.0	11.64	11,375	19.41	4.43
Questionnaire No. 4	421	1,810	5,696	42.4	13.53	5,407	40.2	12.84	1,563	11.6	3.71	780	5.8	1.85	13,446	31.94	7.43
Questionnaire No. 5	559	2,403	865	25.2	1.55	897	26.1	1.60	953	27.7	1.70	724	21.0	1.30	3,439	6.15	1.43
Total			6,968	24.7	15.77	7,081	25.0	15.78	5,883	20.8	11.16	8,328	29.5	14.79	28,260	57.50	13.29
Visitors																	
Questionnaire No. 2	275	1,588	162	11.2	0.59	233	16.0	0.85	949	65.3	3.45	109	7.5	0.39	1,453	5.28	0.91
Questionnaire No. 5	173	n.a.	268	25.2	1.55	277	26.0	1.60	295	27.7	1.71	224	21.1	1.29	1,064	6.15	n.a.

n.a. Not available.

For definitions see Appendix Two.

TABLE 37

OUTLET BEACH: EXPENDITURE BY ITEM

	Sample Size		ITEM A			ITEM B			ITEM C			ITEM D			ITEM E			TOTAL		
	Parties No.	Persons No.	$	%	Per Party $	$	%	Per Party $	$	%	Per Party $	$	%	Per Party $	$	%	Per Party $	$	Per Party $	Per Person $
Campers																				
Questionnaire No. 3	586	2,565	3,039	26.7	5.19	[illegible]	64.7	12.55	649	5.7	1.11	15	0.1	0.02	316	2.8	0.54	11,375	19.41	4.43
Questionnaire No. 4	421	1,810	2,586	19.3	6.14	6,982	51.9	16.59	1,304	9.7	3.10	998	7.4	2.37	1,576	11.7	3.74	13,446	31.94	7.43
Questionnaire No. 5	559	2,403	1,602	46.6	2.87	657	19.1	1.17	726	21.1	1.30	143	4.2	0.25	311	9.0	0.56	3,439	6.15	[illegible]
Total			7,227	25.6	14.20	14,995	53.0	30.31	2,679	9.5	5.51	1,156	4.1	2.64	2,203	7.8	4.84	28,260	57.50	13.29
Visitors																				
Questionnaire No. 2	275	1,588	627	43.2	2.28	621	42.7	2.26	144	9.9	0.52	4	0.3	0.01	57	3.9	0.21	1,453	5.28	0.91
Questionnaire No. 5	173	n.a.	496	46.6	2.87	203	19.1	1.17	225	21.2	1.30	44	4.1	0.25	96	9.0	0.56	1,064	6.15	n.a.

n.a. Not available.

For definitions see Appendix Two.

TABLE 38

OUTLET BEACH: EXPENDITURE BY REGION* AND WEEK, QUESTIONNAIRE NO. 4

WEEK NUMBER *	REGION A		REGION B		REGION C		REGION D		TOTAL
	$	%	$	%	$	%	$	%	$
1	96	44.9	104	48.6	2	0.9	12	5.6	214
2	117	44.2	95	35.8	13	4.9	40	15.1	265
3	111	63.8	46	26.4	9	5.2	8	4.6	174
4	120	49.2	68	27.9	45	18.4	11	4.5	244
5	198	40.6	153	31.4	127	26.0	10	2.0	488
6	329	36.3	397	43.8	79	8.7	101	11.1	906
7	487	55.3	200	22.7	78	8.9	116	13.2	881
8	831	41.4	814	40.6	250	12.5	111	5.5	2,006
9	568	44.4	430	33.6	245	19.1	37	2.9	1,280
10	541	36.0	745	49.6	206	13.7	11	0.7	1,503
11	440	41.8	431	41.0	139	13.2	42	4.0	1,052
12	449	47.4	382	40.3	63	6.6	54	5.7	948
13	588	35.4	878	52.9	104	6.3	89	5.4	1,659
14	389	46.6	346	41.5	65	7.8	34	4.1	834
15	281	40.7	247	35.8	112	16.2	50	7.2	690
16	151	50.0	71	23.5	26	8.6	54	17.9	302
TOTAL ALL WEEKS	5,696	42.4	5,407	40.2	1,563	11.6	780	5.8	13,446

* For definitions of regions and dates, see Appendix Two.

TABLE 39

OUTLET BEACH: EXPENDITURE BY ITEM* AND WEEK, QUESTIONNAIRE NO. 4.

WEEK NUMBER*	ITEM A		ITEM B		ITEM C		ITEM D		ITEM E		TOTAL
	$	%	$	%	$	%	$	%	$	%	$
1	68	31.8	70	32.7	22	10.3	18	8.4	36	16.8	214
2	55	20.8	134	50.6	18	6.8	42	15.8	16	6.0	265
3	43	24.7	93	53.4	21	12.1	9	5.2	8	4.6	174
4	54	22.1	131	53.7	14	5.7	15	6.1	30	12.3	244
5	124	25.4	193	39.5	39	8.0	24	4.9	108	22.1	488
6	266	29.4	438	48.3	79	8.7	30	3.3	93	10.3	906
7	211	24.0	527	59.8	72	8.2	50	5.7	21	2.4	881
8	320	16.0	1,072	53.4	244	12.2	145	7.2	225	11.2	2,006
9	207	16.2	714	55.8	98	7.7	89	7.0	172	13.4	1,280
10	209	13.9	785	52.2	199	13.2	114	7.6	196	13.0	1,503
11	180	17.1	476	45.2	112	10.6	149	14.2	135	12.8	1,052
12	155	16.4	495	52.2	83	8.8	67	7.1	148	15.6	948
13	328	19.8	861	51.9	144	8.7	132	8.0	194	11.7	1,659
14	137	16.4	475	57.0	68	8.2	41	4.9	113	13.5	834
15	155	22.5	379	54.9	51	7.4	59	8.6	46	6.7	690
16	74	24.5	139	46.0	40	13.2	14	4.6	35	11.6	302
TOTAL	2,586	19.2	6,982	51.9	1,304	9.7	998	7.4	1,576	11.7	13,446

* For definitions of items and dates, see Appendix Two.

TABLE 40

OUTLET BEACH: EXPENDITURE BY REGION* AND WEEK, QUESTIONNAIRE NO. 5

WEEK NUMBER*	REGION A		REGION B		REGION C		REGION D		TOTAL
	$	%	$	%	$	%	$	%	$
1	77	59.2	22	16.9	31	23.8	0	0.0	130
2	8	36.4	6	27.3	2	9.1	6	27.3	22
3	151	64.0	50	21.2	31	13.1	4	1.7	236
4	27	36.0	10	13.3	13	17.3	25	33.3	75
5	23	25.3	10	11.0	28	30.8	30	33.0	91
6	18	16.4	41	37.3	41	37.3	10	9.1	110
7	30	17.4	51	29.7	80	46.5	11	6.4	172
8	34	27.9	60	49.2	17	13.9	11	9.0	122
9	37	11.5	101	31.4	92	28.6	92	28.6	322
10	80	41.7	46	24.0	39	20.3	27	14.1	192
11	38	9.2	93	22.6	93	22.6	188	45.6	412
12	82	30.7	64	24.0	48	18.0	73	27.3	267
13	50	16.4	71	23.4	87	28.6	96	31.6	304
14	39	12.1	85	26.3	135	41.8	64	19.8	323
15	67	23.8	61	21.7	92	32.7	61	21.7	281
16	104	27.4	126	33.2	124	32.6	26	6.8	380
TOTAL ALL WEEKS	865	25.2	897	26.1	953	27.7	724	21.0	3,439

* For definitions of regions and dates, see Appendix Two.

TABLE 41

OUTLET BEACH: EXPENDITURE BY ITEM* AND WEEK, QUESTIONNAIRE NO. 5

WEEK NUMBER *	ITEM A		ITEM B		ITEM C		ITEM D		ITEM E		TOTAL
	$	%	$	%	$	%	$	%	$	%	$
1	77	59.2	12	9.2	15	11.5	0	0.0	26	20.0	130
2	18	81.8	2	9.1	1	4.5	0	0.0	1	4.5	22
3	164	69.5	25	10.6	32	13.6	2	0.8	13	5.5	236
4	43	57.3	4	5.3	19	25.3	2	2.7	7	9.3	75
5	41	45.1	19	20.9	12	13.2	3	3.3	16	17.6	91
6	61	55.5	18	16.4	26	23.6	4	3.6	1	0.9	110
7	94	54.7	36	20.9	35	20.3	5	2.9	2	1.2	172
8	42	34.4	24	19.7	27	22.1	11	9.0	18	14.8	122
9	154	47.8	33	10.2	82	25.5	10	3.1	43	13.4	322
10	67	34.9	45	23.4	40	20.8	22	11.5	18	9.4	192
11	225	54.6	70	17.0	79	19.2	18	4.4	20	4.9	412
12	103	38.6	88	33.0	45	16.9	24	9.0	7	2.6	267
13	116	38.2	54	17.8	92	30.3	16	5.3	26	8.6	304
14	131	40.6	73	22.6	51	15.8	9	2.8	59	18.3	323
15	117	41.6	63	22.4	73	26.0	9	3.2	19	6.8	281
16	149	39.2	91	23.9	97	25.5	8	2.1	35	9.2	380
TOTAL	1,602	46.6	657	19.1	726	21.1	143	4.2	311	9.0	3,439

* For definitions of regions and dates, see Appendix Two.

TABLE 42

OUTLET BEACH: VISITOR PARTY COMPOSITION, QUESTIONNAIRE NO. 2

Week Number*	Number of Children	Number of Adults	Total	Average Party Size	Number of Parties
1	4	4	8	4.0	2
2	2	11	13	4.3	3
3	17	13	30	4.3	7
4	10	16	26	6.5	4
5	23	31	54	5.4	10
6	0	0	0	0.0	0
7	114	99	213	7.6	28
8	58	67	125	5.7	22
9	42	42	84	6.5	13
10	40	58	98	4.9	20
11	44	51	95	4.8	20
12	95	116	211	5.7	37
13	78	91	169	5.8	29
14	18	19	37	4.6	8
15	34	29	63	6.3	10
16	166	196	362	5.8	62
TOTAL	745	843	1,588	5.8	275

*For dates, See Appendix Two.

TABLE 43

OUTLET BEACH: FREQUENCY OF PARTY SIZE, QUESTIONNAIRE NO. 2

Party Size	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Frequency	2	25	19	64	52	34	30	12	6	8	5	8	3	1	2	0
Party Size	17	18	19	20												
Frequency	1	0	2	0												

TABLE 44

OUTLET BEACH: VISITOR EXPENDITURE BY ITEM* AND WEEK, QUESTIONNAIRE NO. 2

Week Number*	Item A		Item B		Item C		Item D		Item E		Total
	$	%	$	%	$	%	$	%	$	%	$
1	0	0.0	0	0.0	8	100.0	0	0.0	0	0.0	8
2	6	42.9	8	57.1	0	0.0	0	0.0	0	0.0	14
3	24	38.7	35	56.5	3	4.8	0	0.0	0	0.0	62
4	6	60.0	3	30.0	0	0.0	0	0.0	1	10.0	10
5	11	31.4	2	5.7	1	2.9	0	0.0	21	60.0	35
6	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
7	126	55.3	77	33.8	23	10.1	0	0.0	2	0.9	228
8	39	42.4	45	48.9	5	5.4	0	0.0	3	3.3	92
9	18	34.0	24	45.3	7	13.2	3	5.7	1	1.9	53
10	65	55.6	35	29.9	16	13.7	1	0.9	0	0.0	117
11	41	45.1	37	40.7	10	11.0	0	0.0	3	3.3	91
12	77	42.1	83	45.4	18	9.8	0	0.0	5	2.7	183
13	62	48.8	48	37.8	17	13.4	0	0.0	0	0.0	127
14	21	42.9	10	20.4	6	12.2	0	0.0	12	24.5	49
15	12	16.4	51	69.9	1	1.4	0	0.0	9	12.3	73
16	119	38.3	163	52.4	29	9.3	0	0.0	0	0.0	311
TOTAL	627	43.2	621	42.7	144	10.0	4	0.0	57	4.0	1,453

*For definitions of items and dates, See Appendix Two.

TABLE 45

OUTLET BEACH: VISITOR EXPENDITURE BY REGION AND WEEK, QUESTIONNAIRE NO. 2

Week Number*	Region A		Region B		Region C		Region D		Total
	$	%	$	%	$	%	$	%	$
1	2	25.0	6	75.0	0	0.0	0	0.0	8
2	2	14.3	3	21.4	9	64.3	0	0.0	14
3	0	0.0	3	4.8	57	91.9	2	3.2	62
4	1	10.0	0	0.0	9	90.0	0	0.0	10
5	5	14.3	27	77.1	3	8.6	0	0.0	35
6	0	0.0	0	0.0	0	0.0	0	0.0	0
7	16	7.0	35	15.4	144	63.2	33	14.5	228
8	11	12.0	34	37.0	42	45.7	5	5.4	92
9	10	18.9	2	3.8	41	77.4	0	0.0	53
10	15	12.8	13	11.1	80	68.4	9	7.7	117
11	11	12.1	11	12.1	60	65.9	9	9.9	91
12	27	14.8	23	12.6	113	61.7	20	10.9	183
13	16	12.6	27	21.3	64	50.4	20	15.7	127
14	5	10.2	21	42.9	23	46.9	0	0.0	49
15	6	8.2	7	9.6	60	82.2	0	0.0	73
16	35	11.3	21	6.8	244	78.5	11	3.5	311
TOTAL ALL PERIODS	162	5.6	233	8.0	949	32.7	109	3.8	2,906

*For dates, See Appendix Two.

OUTLET BEACH: ESTIMATED TOTAL PARK-GENERATED REGIONAL INCOME

	Questionnaire No.	Sample Size: Number	Sample Size: Per cent of Total*	Estimated Expenditure By Region: A $	B $	C $	D $	Total $
A) Campers (1967)	3	586	6.5	6,250	12,000	51,500	105,000	174,750
	4	421	4.6	124,000	117,000	33,200	17,000	291,200
	5	559	6.1	14,400	14,700	15,600	11,700	56,400
Total				144,650	143,700	100,300	133,700	522,350
B) Visitors (1967)	2	275	0.3	54,000	78,000	316,000	36,400	484,400
	5	173	0.2	134,000	138,000	148,000	114,000	534,000
Total				188,000	216,000	464,000	150,400	1,018,400
C) Park Expenditures (1966)				9,918	32,601	6,065	9,204	57,788
D) Park Salaries (1966)				32,758				32,758
Total				342,568**	392,301**	570,365	293,304	1,631,296

*See text for explanation.
**Excluding park salaries.
Total regions A and B including park salaries $767,627.

APPENDICES

1. Business Operator's Estimates of Percentage Sales to Bon Echo Park Users
2. Definitions
    1. Questionnaire Categories
    2. Item Categories
    3. Calendar Dates of Week Numbers
    4. Regions

APPENDIX ONE

BUSINESS OPERATOR'S
ESTIMATE OF PERCENTAGE SALES TO BON ECHO PARK USERS

	Business	POSITIVE EFFECT			NO EFFECT	NEGATIVE EFFECT	
		Great %	Medium %	Slight %	%	Slight %	Medium %
A. GROCERY STORES							
1. Lake Mazinaw	1	80					
Up to 4 mi. N. & S. of the park	2		50				
(Businesses scattered along	3		50				
the ten mile length of the Lake)	4		60-80				
2. Cloyne	1		50				
8 miles S.	2		*				
3. Northbrook	1		*				
14 miles S.	2			5			
	3			*			
4. Harlowe 14 miles S.E. (off main road)	1				*		
5. Flinton 16 miles S.W. (off main road)	1			*			
6. Kaladar 19 miles S.	1			*			
7. Denbigh	1				*		
Vennacher	2			*			
	3		*				
Matawatchan	4				*		
21 miles N.	5		30				
	6				*		

BUSINESS OPERATOR'S
ESTIMATE OF PERCENTAGE SALES TO BON ECHO PARK USERS (Cont'd.)

	Business	POSITIVE EFFECT Great %	POSITIVE EFFECT Medium %	POSITIVE EFFECT Slight %	NO EFFECT %	NEGATIVE EFFECT Slight %	NEGATIVE EFFECT Medium %
B. GAS STATIONS							
1. Lake Mazinaw		No businesses selling only gas					
2. Cloyne				8			
3. Northbrook	1			*			
	2					*	
4. Harlowe		No businesses selling only gas					
5. Flinton				5			
6. Kaladar	1					1-2	
	2					*	
	3					*	
	4		10-15				
	5			5-10			
7. Denbigh	1			5			
	2					*	
	3			*			
C. RESTAURANTS AND LUNCH COUNTERS							
1. Lake Mazinaw	1			10			
	2		25				
2. Cloyne	1		*				
3. Northbrook	1		20				
4. Harlowe		No business establishments					
5. Flinton	1			*			
6. Kaladar		No business establishments					
7. Denbigh	1		15				
	2			*			

BUSINESS OPERATOR'S
ESTIMATE OF PERCENTAGE SALES TO BON ECHO PARK USERS (Cont'd.)

	Business	POSITIVE EFFECT Great %	POSITIVE EFFECT Medium %	POSITIVE EFFECT Slight %	NO EFFECT %	NEGATIVE EFFECT Slight %	NEGATIVE EFFECT Medium %
D. MOTELS, HOTELS AND LODGES							
1. Lake Mazinaw	1				*		
	2				*		
2. Cloyne		No business establishments					
3. Northbrook	1				*		
	2				*less than 2		
4. Harlowe	1				*		
	2				*		
5. Flinton				3			
6. Kaladar	1				*		
	2				*		
7. Denbigh						*	
8. Marble Lake	1				*		
	2				*		
E. COTTAGES, CABINS AND CAMPING							
1. Lake Mazinaw	1			*			
	2				*		
	3				*		
	4			*			
2. Cloyne	1				*		
	2				*		
	3					*	
3. Northbrook		No business establishments					
4. Harlowe	1				*		
	2				*		
	3				*		
	4				*		
5. Flinton		No business establishments					

BUSINESS OPERATOR'S
ESTIMATE OF PERCENTAGE SALES TO BON ECHO PARK USERS (Cont'd.)

	Business	POSITIVE EFFECT Great %	POSITIVE EFFECT Medium %	POSITIVE EFFECT Slight %	NO EFFECT %	NEGATIVE EFFECT Slight %	NEGATIVE EFFECT Medium %
6. Kaladar	No business establishments						
7. Denbigh	1						*
	2						*
8. Marble Lake	1				*		
	2				*		
	3				*		
	4				*		
F. MISCELLANEOUS BUSINESSES							
1. Lake Mazinaw	1. Bait		25				
	2. Stables			*			
	3. Marina		25-30				
	4. Beach Park		20				
	5. Boat Hire		30-50				
2. Cloyne	1. Real Estate (Properties along lake)			*			
	2. Golf			5			
3. Northbrook	1. Building Supplies					*	
	2. Bait					*	
	3. Gifts					*	
6. Kaladar	1. Bait					*	

Note: *No exact numerical estimate of percentage of sales to park users given.

APPENDIX TWO: DEFINITIONS

1. QUESTIONNAIRE CATEGORIES

   Q.1 Park employees.

   Q.2 Visitors - expenditures made on the way to the park.

   Q.3 Campers - expenditures made on the way to the park.

   Q.4 Campers - expenditures made during stay in the park.

   Q.5 Visitors and campers - expenditures made on the way home.

2. ITEM CATEGORIES

   A. Travel expenses, gas, oil and repairs.

   B. Food bought in stores, supermarkets, fruit and vegetable stands; alcoholic beverages in bottle.

   C. Food bought in restaurants.

   D. Amusements, boat hire, entrance fees other than to Provincial Parks.

   E. Others.

3. CALENDAR DATES OF WEEK NUMBERS

WEEK #	CALENDAR DATES - 1967
1	May 17 - 23
2	May 24 - 31
3	June 1 - 7
4	June 8 - 14
5	June 15 - 21
6	June 22 - 28
7	June 29 - July 5
8	July 6 - 12
9	July 13 - 19

APPENDIX TWO: DEFINITIONS

3. CALENDAR DATES OF WEEK NUMBERS (Cont'd.)

WEEK #	CALENDAR DATES - 1967
10	July 20 - 26
11	July 27 - August 2
12	August 3 - 9
13	August 10 - 16
14	August 17 - 23
15	August 24 - 30
16	August 31 - September 6

4. REGION CATEGORIES

	BON ECHO	OUTLET BEACH
A.	Townships of: Anglesea Effingham Abinger -- Barrie	Township of Athol
B.	Townships of: Clarendon & Miller Hinchinbrooke Kennebec Olden -- Elzevir & Grimsthorpe Hungerford Huntingdon Madoc Marmora & Lake Mayo Tudor & Cashel -- Denbigh & Ashby Kaladar Sheffield	Prince Edward County excluding Township of Athol

4. REGION CATEGORIES (Cont'd.)

	BON ECHO	OUTLET BEACH
C.	Lake Ontario Economic Region and Frontenac County	Lake Ontario Economic Region and Frontenac County
D.	Areas other than A, B and C	Areas other than A, B and C